OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

With the Key on the Cover

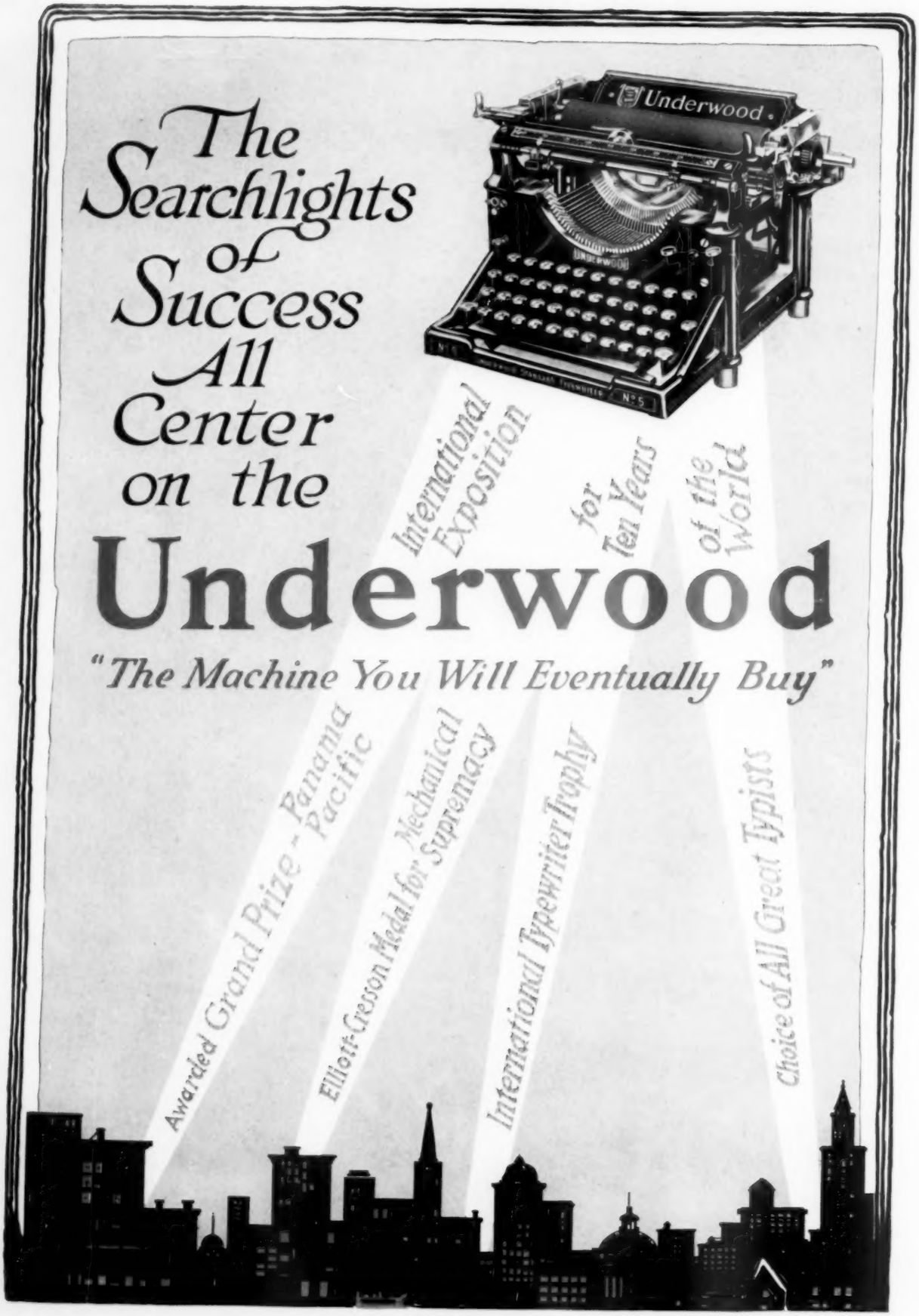
Founded by Geo. H. Patterson Edited by

Evan Johnson

JANUARY 1916

Special Feature—"In Other Lands"—In which office appliance conditions in twenty countries are described by prominent dealers who write from personal experience.

Business Equipment Journal incorporated with Office Appliances.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Choice of All Great Typists

OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEO. H. PATTERSON

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Office Appliances is a monthly trade journal covering the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and the purchasing agents of many of the largest corporations in the United States. It also reaches some dealers in fifty-one other countries who deal in American office equipment.

The ownership of Office Appliances is vested solely in the officers of the company. No person, firm or corporation, either directly or indirectly connected with the business it represents, has any share in its ownership or voice in shaping its policy, which has in view at all times the best interests of the field it serves. It aims to discuss all subjects fairly, and to furnish its readers reliable information concerning the progress and development of the office appliance industry. It will answer any questions germane to its field to the best of its ability, and it asks its readers in all parts of the world to aid it with inquiries and suggestions, to which it will give prompt and earnest consideration.

ADVERTISING RATES upon application—only articles of office equipment or directly related products eligible.

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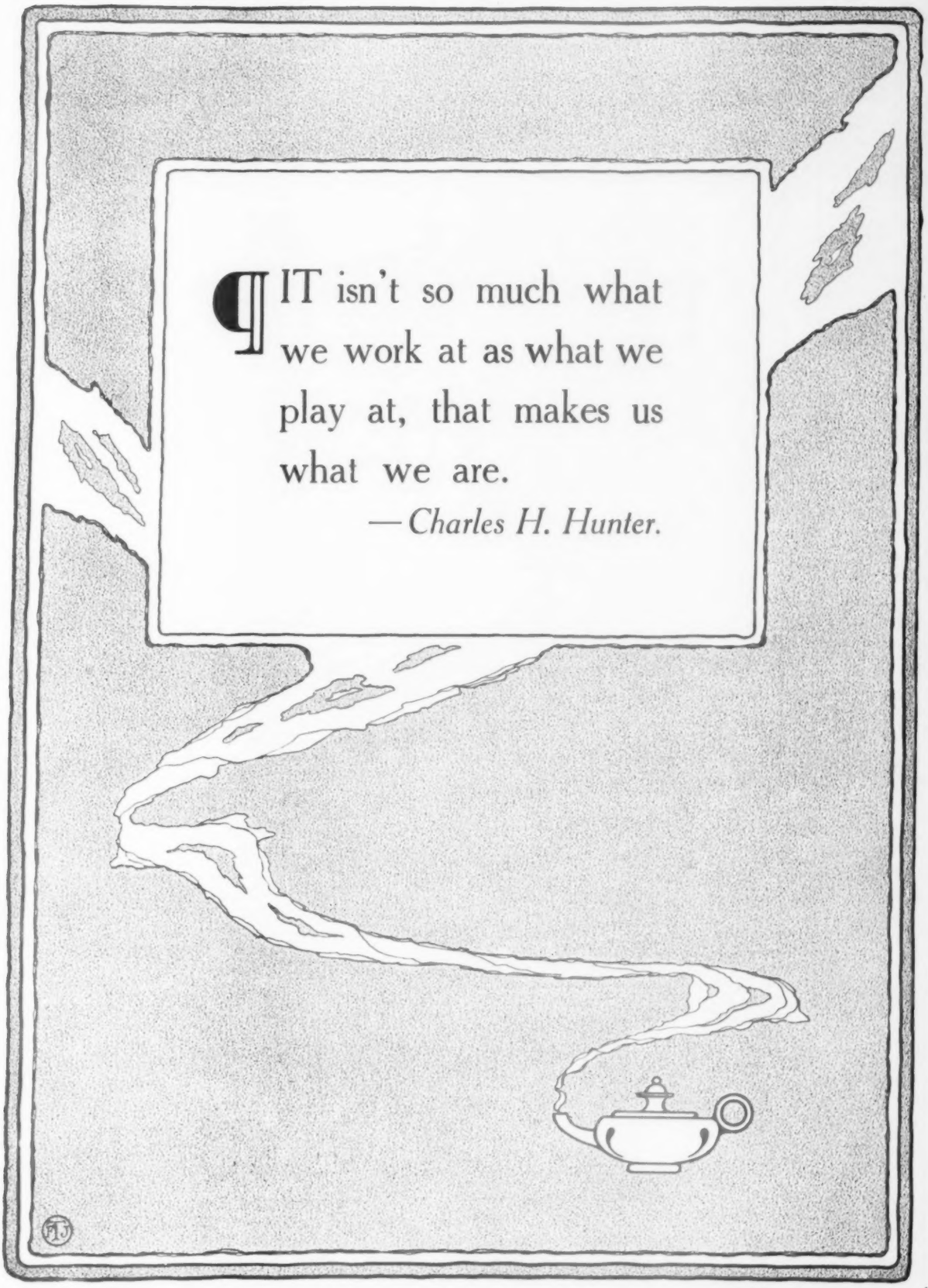
The Service Bureau of Office Appliances Is for the Exclusive Use of Subscribers and Advertisers

In the execution of its various commissions this bureau calls upon practically every member of the staff. It answers by personal letters all inquiries upon matters germane to the field, it furnishes special reports upon articles of office equipment, supplies names of manufacturers of any article wanted, puts man and job together, prepares advertising copy, furnishes lists of desirable agents and dealers in nearly every country, aids foreign dealers in securing U. S. A. lines and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau; manufacturers in every section of the field have had evidence of the service.

¶ IT isn't so much what we work at as what we play at, that makes us what we are.

—*Charles H. Hunter.*



L. C. WALKER
PRESIDENT
THE SHAW-WALKER COMPANY,
MUSKEGON, MICHIGAN.

OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

WITH THE KEY ON THE COVER

Vol. 23. No. 1. JANUARY, 1916

FROM THE PUBLISHERS' POINT OF VIEW

Our Foreign Section

NEVER before in the history of this magazine has it had the good fortune to present so many articles from abroad or such a great variety of views and opinions from foreign countries. In the foreign section of the present January number there are thirty-five articles, some of which are of considerable length, while others are short. Represented in this section are the following countries: France, Germany, England, the Argentine Republic, Australia, Austria-Hungary, Brazil, Chile, Republic of Colombia, Denmark, Egypt, Holland, Iceland, India, Italy, Japan, Java, Norway, Russia, Spain, Sweden, Switzerland, the Soudan, and the West Indies—in all, twenty-four countries. As we were about to go to press an article reached us from H. A. Kramers & Sons Book Store at Rotterdam, Holland. This article, on account of the lateness of its arrival, will have to be withheld until the February number.

The articles here given represent every shade of political opinion, but they are singularly unanimous in expressing the belief that now is the opportune time for American manufacturers to lay the foundations for foreign business.

The newspapers tell us that the United States is politically without friends abroad. If we are to advance our interests commercially in foreign countries there appears to be all the more need for American manufacturers to study the export proposition and to give a quality of service and of merchandise which will stand the severe test of competition. From everywhere comes the warning that America must be prepared to understand the requirements of the foreigner, to make the goods that he wants, and to give him terms of credit which shall at least be equal to those which manufacturers of other nations are willing to give. At the present time orders are coming to us. After the war there will be an enormous resumption of industry on the part of European nations. No stone will be left unturned to open up foreign markets in order that some of the money which has been paid out for war materials may come back for goods sold and delivered. We believe that never before in the history of the world will there be such a tremendous effort on the part of the principal European nations to build up trade abroad as will be exerted after the war. By every means in their power they will endeavor to enter even the domestic markets of the United States. Assuredly the South American markets will be worked to a finish, while every effort will be made to possess the markets of the Orient. In England an effort will be made to hold the markets of the English colonies for the mother country. "British-made" will become not only a mark of merit but an insignia of patriotism. We are assured that the markets which Germany heretofore has possessed in the countries now at war with her will be lost, but we are not prepared to believe this for we entertain the opinion that the tact, energy and ability of the German manufacturer will answer the test, and that Germany will in a comparatively few years again be a competitor in all the markets of the world. Unless Americans are prepared to be content with domestic trade they must make it a point to train men in other languages and to obtain by every means in their power a clear, accurate and comprehensive knowledge of foreign conditions and how to meet them.

Some Friends Remember Us.

FROM practically every state in the Union and from many distant lands have come to us evidences of kindly remembrance in the Christmas spirit and good wishes for the New Year.

In the great stack before us is a portfolio of striking views of Norway in winter, the Christmas edition of the illustrated "Times" of Bombay and the mid-winter, illustrated number of the "Los Angeles Times"; and there are letters, one from a prisoner of war, and cards and brochures, all expressive of a sentiment, without which, expressed in one way or another, life would not be worth the living.

The essential industry of man, which we call "busi-

ness"—busy-ness—is our greatest point of contact with our fellows. It is our contribution to the sum of human endeavor, it is our greatest opportunity for contribution to the sum of human happiness. The sentiment of this relationship with our fellows expressed in one way or another is the source of the joy of the day's work.

For your thoughts of us we are grateful, oh friends. Your messages of good will are an inspiration.

The Business Outlook.

NEVER before in the history of the United States—indeed, never before in the history of the world—has a peaceful nation been called upon to supply a large part of the world with the necessities which, owing to a war involving four continents, the belligerents are unable to supply for themselves. This does not mean that America is supplying the belligerents with all or even with a considerable part of the actual powder and shot which are fired from the rifles and cannons, nor all the foodstuffs or raw materials. We are told, indeed, that in actual munitions of war America is supplying a scant five per cent. But in all the other things which go to support both peaceful and warlike activities—in iron and steel, in shovels, plows and shoes, in food materials, engines, automobiles, manufactured steel; in fact, in everything which goes to aid industry and support life, we are for the time being the world's storehouse. The monthly letter of the National City Bank of Chicago, issued under date of January 1, 1916, says:

"It is true, of course, that we are again receiving tremendous returns from our agriculture and that a certain measure of prosperity would be ours if there were no war going on. But the greater proportion by far must be attributed to our being able to supply the belligerents with their necessities. In this connection it must be remembered that not only the lines of industry directly filling war-orders are affected.

"When and where will this wave reach its crest? Will it break as suddenly as it started or will it gradually subside? Will the end of the war mean the end of this country's present era of prosperity, or will it mean but the beginning of an even larger foreign trade to supply the necessities for the reconstruction which will have to follow the war? Will the inflation of credit continue until it comes to an end with a sudden crash as has occurred in the past, or will the growing demands of business take up the surplus money and a gradual return to normal result? Is it not time for the American business man to consider these questions? We can not justly be criticised for supplying the belligerents with all the goods they will buy or for getting all of Europe's trade with other neutrals that we can. But we can bring down upon ourselves not only the derision of the rest of the world but the self-condemnation of a disappointed ambition if we allow our greed for profits to usurp our judgment. * * *

The Color Situation.

SINCE the beginning of the European war Office Appliances has several times called attention to the situation in the typewriting ribbon and carbon paper industry arising from the shortage of aniline colors which heretofore have been imported exclusively from Germany. Since the war some colors have been obtained from this source, but as the conflict continues the prospect of securing even small shipments becomes increasingly remote. In the meantime reserve supplies in America have been depleted and prices have risen on many colors to exorbitant figures. Every industry which employs aniline colors is affected and we are confronted with a by no means remote prospect of having to do without this class of dyes entirely until some time after the conclusion of the war unless American chemists and manufacturers shall find a way to come to the rescue.

In the ribbon and carbon paper industry there are a number of large competitive concerns who are doing everything they can do to take care of their customers and at the same time to avoid such price advances as might be deemed unjust advances in the cost, not only of colors but of all raw materials which enter into the manufactured goods. The manufacturers have borne this burden up to the present. In our opinion most of the leading houses have withheld advances too long, since the diminishing supply of materials and the soaring prices are reaching a point where some grades of ribbons and carbons must be materially advanced or disappear from the market altogether.

To obtain the consensus of opinion among the ribbon and carbon manufacturers with regard to the color situation, Office Appliances wrote to a number of the leading manufacturers, some of whom responded. Their replies are epitomized below:

The Ault & Wiborg Company, Cincinnati, O., by R. S. Moore:

At the outbreak of the war all consumers of colors, fearing that the war would last, stocked themselves as heavily as they possibly could on all dye stuffs. The demand for such materials immediately became so intense that the importers were forced to divide up their stocks and sell to their customers in the ratio that they had been buying before the outbreak of hostilities. Through concerted action of the importers, two large shipments of dye stuffs were later sent over, and these two shipments were distributed in the same way.

Now we have reached a point where nearly all these stocks in the hands of consumers have been worked up and sold. Textile manufacturers soon found that it wasn't profitable for them to make small runs with the limited amount of dye stuffs they had on hand, and in many cases these stocks were sold to brokers who are selling these dyes at prices varying from 500 to 2,000 per cent increase over their original cost. It will be but a short time before all such stocks will be used up, and then it will be absolutely impossible to get a great many dyes which were heretofore used in large quantities.

It is true that some American manufacturers have started to manufacture a few aniline dyes in this country. In selecting those which they first would make, they have taken into consideration the production of such dyes as would be the easiest to make, and which they could make in large quantities and yield the largest profits. Unfortunately, purple and blue anilines are exceedingly difficult to make, and their consumption, when compared to the consumption of the dye stuffs that are used regularly in the textile industry, is relatively small. As a result, aniline blues and purples have not been made in this country up to the present time, and in order to produce the same line of goods which the carbon paper people have made heretofore, these dyes are absolutely necessary, as no substitu-

tion can be made. Aniline blues and purples which have heretofore cost less than $1.00 per pound, for the so-called type strength, cannot be bought today at lower figure than $12.00 per pound, and then only in very limited quantities. It can be seen from this fact that, in order to maintain the same quality of carbon paper, the price at which such paper can be sold must be increased very largely.

Black carbon papers are made with black pigments which are toned with blues and purples, and in order to get the same depth of tone as was manufactured formerly, blue and purple aniline dyes must be used, with the consequent increase in the cost of blacks. The query might be made that, if the blue and purple aniline dyes could not be obtained, why are the carbon papers not made from the pigments themselves? In the case of purple and blue pigments, aniline dye stuffs must be used to produce them; while in the case of blues, so-called iron blues might be substituted, but even then, in order to get the maximum strength, all these pigment carbon papers must be strengthened by the use of aniline dyes which produce a fuller tone and insure durability and a greater number of copies. Iron blues, however, have increased four to five fold in cost, as there has been a tremendous shortage of the chemicals necessary to manufacture these blues, and as potash, which is one of the main ingredients, cannot be imported under present conditions in the United States, it has been impossible to make the old potash iron blues.

The carbon paper manufacturer has not only been up against the increased cost of his aniline and pigment colors, but also has had to contend with the increased cost of nearly everything which enters into their manufacture, especially paper and cloth. There has been a disposition on the part of the carbon paper and ribbon manufacturers to maintain old prices, and they have generally done so as long as their old stocks lasted. This would have been all right if the carbon paper and ribbon manufacturer could have looked forward to a definite time when the old prices would again prevail, but there is no doubt that all prices of dye stuffs will be on an entirely different basis hereafter, and the uncertainty which exists has made it absolutely impossible for him to name definite prices for future deliveries.

It is true that one color concern here in the United States is making provisions for manufacturing purple anilines, but their entire output over 1916 is about one-fiftieth of what is actually needed to meet the demand. A few contracts have been made for purple aniline dyes at an increase of about 500 per cent, but only limited amounts could be allotted each consumer who was fortunate enough to book any order whatever for this product.

The carbon paper and ribbon manufacturer can use nothing but the best grade of aniline colors, as the colors are distributed on the paper and ribbons in a very thin film, and if the color hasn't the necessary tinctorial strength, the resulting ribbon and paper will give poor results. Aniline purple has never been made in this country, and it is problematical whether these dyes produced here will give as good results, but it is a case where the ribbon and carbon paper manufacturer has no choice and is forced to work up what he can buy.

The ribbon and carbon manufacturer as a rule has been inclined to give his regular customers all the advantage that he possibly could through having color in stock, but it became necessary at different intervals with different manufacturers to increase prices as new material must be secured when the old ran out, and that always at tremendously higher prices.

If these increased costs of raw materials were but a matter of a few months, the manufacturer undoubtedly would have absorbed the extra cost and would not have raised his prices, but it is absolutely futile to defer the higher prices.

There is no doubt that there will be some re-adjustment and that we can ultimately look forward to a reduction in present prices, but it is safe to say that it will be a long time, if ever, before prices will again drop to what they were before the war.

Mittag & Volger, Inc., Park Ridge, N. J., by A. H. Barkerding, vice-president and general manager, responded with the following circular outlining their views:

We feel the time has come when we should take the trade into our confidence in respect to the color situation, advising them of the actual conditions, which will show them the necessity for raising prices of certain lines, but in which we have been most conservative, not putting up the price of any article that did not actually require it in order to prevent a loss.

The facts in the case are these: All anilines, as well as those dyes known as base colors, are imported from Germany. In the domestic colors, known as pigments or earth colors, the majority contain certain ingredients that are imported. In a number of instances successful substitutes have been produced, but at a considerable advance in price over the imported article. These two facts, therefore, are the real reasons for the increase in price of all colors used in the manufacture of typewriter ribbons and carbon papers. In respect, particularly, to the important colors, there is, of course, a considerable shortage, that is to say, these colors can be obtained in small quantities through brokers and speculators, paying an enormous advance for them. For example, anilines are being offered from $12.00 to $15.00 a pound, against a normal price of 65c to 85c. The same applies to the aniline base colors. None of these can be obtained through the regular sources, as there have been no importations since March 15. We will therefore particularly caution the trade from believing any misrepresentations that may be made them in respect to any statements made that any particular concern has large stocks of color bought prior to the war. Undoubtedly some manufacturers have larger stocks of colors than others, but the average shortage is equal, therefore where one may not be compelled to charge more for a certain article, on other lines it will be necessary, because of the shortage. The advance in prices of course would be equal if the manufacturers computed the cost of color at the market rate, which, of course, in justice to themselves, should be done. It has not been done generally, however, which may explain why one manufacturer may make an advance on this line and not on another, while the same may apply vice versa to some other manufacturer. To state the matter broadly, all manufacturers have been or will be compelled to make advances in the price of copying, roller press and hektograph ribbons, on pencil carbons, and on certain colors of metal stamp inks, notably the copying inks. This, in fact, covers the range of advances that we have made, which we think will indicate that we have handled the matter as carefully as possible, because in reality a general advance in all lines would be justified, considering that everything used in the manufacture of the goods has advanced, right from the paper stock up.

What we wish to particularly emphasize is the fact that there is an actual shortage and scarcity, combined with very high prices for the principal items used in our industry, and no manufacturer of any reputation would attempt to dispute the fact. We trust, therefore, that our circular will imbue our trade with every confidence in the fact that the information given them is true and exact.

Much has also been written in the newspapers and other publications in regard to the making of colors in this country. We believe that it is very true that certain colors will be made here, but that is purely a matter of time, and it will undoubtedly be several years before the principal colors can be manufactured here, as it will be necessary to acquire the experience to do so, and which experience has been practically monopolized by the foreign manufacturers. Also, it will not be possible to purchase these colors at the prices charged by the European manufacturer. We do not regard that, however, as an obstacle, but rather feel that it will tend to improve conditions in the ribbon and carbon line and help to restore a proper value to the goods, as under the guise of competition much injury has been done the industry by indiscriminate price cutting, which will have to be abandoned because of the much higher cost of all raw material, and this will be of infinite benefit not only to the manufacturers but to the trade generally.

Another large manufacturer has reprinted a number of items which have appeared of late in the daily and trade press with regard to the color situation, enclosing these reprints in all its outgoing correspondence. These items point out the situation now existing in the industry, report the results of efforts recently made to secure colors from Germany and tell of a bill introduced on December 6 by Congressman Hill entitled, "An act to produce revenues for the government, and to establish and maintain the manufacture of dyestuffs."

This manufacturer believes that the present is a good time to introduce blacks, regarding this as the only way in which materials which are already scarce and high priced can be conserved. Many items cannot be substituted by black, particularly the reds on bi-chrome ribbons, Hektograph ribbons and carbons and even copying ribbons and carbons. If present

conditions continue much longer, black will essentially become standard, but even black carbons are costing more, since the best blacks are produced with a very slight admixture of the other scarcer colors.

One manufacturer relates some incidents of the sky-rocketing of color prices. He says:

"I know of one manufacturer who has paid $12 a pound for aniline. I further know that blue Lakes cannot be bought today at less than 300 to 400 per cent above normal. In addition to this, every grade of paper has increased in price and domestics today are worth 40 to 50 per cent more than certain good imported were some time ago, and while some one manufacturer may have had long time contracts, it is not possible to conceive that any one individual or group of individuals have any special advantage over the others, as the items are too numerous."

A leading Eastern manufacturer says:

All carbon papers and typewriter ribbons are either made or toned directly or indirectly, with coal tar colors, for whose brilliance and strength there is no substitute in goods of this class. Much misapprehension exists regarding coal tar or aniline colors and much misleading rot has been published about them in otherwise credible daily newspapers.

There are in the market in normal times about 930 colors. Why so many? The average person would immediately think of the innumerable shades of colored articles and the natural supposition that each of the 930 colors supplies one of the shades he has seen.

As a matter of fact various shades are made by admixture of several colors and in most lines of work any needed shade may be obtained by proper combination of a limited number of colors. In many cases five or six colors are enough.

The real reason for the actual sale of so many kinds of colors is the variety of uses to which colors are put. A color which will dye cotton is usually worthless on wool, colors available for paper are not the colors used by the leather man.

Here comes the trouble in the carbon paper and ribbon industry. The carbon paper man demands and must have in order to make the kind of merchandise to which the users have become accustomed, the very best, the double distilled quintessence of color as it were.

Now this set of colors, called in the color trade the basic colors, whether used as dyes or as oil soluble bases, are among the most difficult of all colors to produce and yet are sold in comparatively small quantities. Of the entire 930 colors the three or four required principally by this trade, are in many respects the most unpromising to the prospective color manufacturer, both from the standpoint of volume and difficulty of manufacture.

Stated briefly, the very pinnacle of the color makers' art must be reached by American color manufacturers before any American colors will become available to this trade. There is no hope that those new industries in this country which are working so hard to replace missing dyestuffs will leave their work on the comparatively simple colors sold by the ton to dyers to take up the more complicated products sold by the pound to ribbon and carbon manufacturers.

So much for the possibility of relief from other than the original German manufacturers. Of the duration of the war no man can make a safe estimate, but there are obvious difficulties ahead even were it over tomorrow. Germany's color factories are no longer color factories—they are ammunition plants and there is every reason to believe that they will never go back to color making until they can be spared from that far more important duty. Is it not obvious that the world wants explosives more than color?

The position of the carbon trade therefore is just this—no colors have been imported since last March; there is no considerable chance that any will be imported or made in the near future; manufacturers stocks are admittedly almost exhausted. When demand exceeds supply prices go up. The best New York real estate never advanced in price by years as carbon and ribbons will advance by months in 1916.

Every manufacturer knows now, though to some the facts came slowly, that he would have made infinitely more profit by closing his factory absolutely through last year, saving his colors for the advance, and getting the long price that is to come for his unreplaceable merchandise—his New York corner lot as it were. He needs no more instruction.

To the dealer: Your year is this year, your stocks and your connections with manufacturers are an unusually valuable asset for which you are justified in cashing in to the best of your ability. Here's hoping you are dealing with that manufacturer whose foresight or ability enables him to serve you after the others have failed.

A western manufacturer says:

"The colors which we use have advanced in price during the last few months from 300 to 1,000 per cent. Paper stocks have advanced from 20 to 30 per cent, and cloth from which ribbons are made has recently gone up 10 per cent. We are advised that other advances are in prospect for the near future.

"Every month conditions become more serious; raw materials are scarcer and higher priced, and therefore, under the circumstances, the manufacturer's cost on ribbons and carbon papers has increased materially and probably will continue to increase, and a raise in the price of the finished product is essential or the manufacturer will be manufacturing at a loss. The dealers' price on ribbons and carbons will have to be further advanced unless some relief is forthcoming soon."

A. H. Olmsted, treasurer of the Crown Ribbon & Carbon Manufacturing Company, Rochester, N. Y., expresses the following views:

There is no question, but that as manufacturers of typewriter ribbons and carbon papers we are facing a crisis. In the first place this crisis is due to lack of materials which have ordinarily been procured either directly or indirectly from the European countries now at war, and particularly Germany. The most serious difficulties arise from a lack of suitable coloring materials. Very large quantities also of domestic colors and pigments are made from basic chemicals and colors procured principally from Germany.

Scarcity of color, however, is by no means the only serious condition we have to face. The manufacture of high grade tissues, which are imported in large quantities is greatly restricted, due to war conditions. Domestic manufacturers, as well, are experiencing great scarcity of some of the important elements that enter into the manufacture of tissue suitable for carbon paper requirements.

The situation with reference to tissues applies, also, to a very large extent to high grade tapes suitable for the manufacture of typewriter ribbons, and all along the line prices are soaring as far as the manufacturer is concerned. As far as we are aware there have been no importations of any coloring materials of any consequence for several months and the indications are very slight that we may anticipate receiving anything further until the war situation clears up, and for some time thereafter.

In the second place the situation has been rendered critical because a very large number of dealers and large consumers, who, under normal conditions have enjoyed prices too low to afford the manufacturer a decent margin of profit, now fail to meet the manufacturer half way in the matter of such price adjustments as become absolutely necessary if the business is to be conducted on a sound basis. Perhaps this class of individuals consider that the manufacturer who in the past has been willing to supply his product at cost or less, which often happens, plus whatever fun he gets out of the contemplation of the order will have his enjoyment increased in proportion as his difficulties multiply.

A third cause for concern which we believe is worthy of noting is due to a lack of moral courage on the part of many manufacturers to place the valuation upon their product to which its intrinsic worth entitles it, even under normal conditions.

There is no doubt in the mind of the writer that from the standpoint of quantity, one-third to one-half of the goods supplied to those who classify themselves as jobbers and to many of the large consumers as well, are being supplied at an actual loss to the manufacturer. When you consider that one pound of any one of several important colors costs under normal conditions from seventy-five cents to one dollar and today is being held at from $10.00 to $20.00 per pound, you will appreciate something of the situation that confronts us.

It has been ruled, we believe, in certain important instances that it is unlawful as well as immoral to sell, in competition, a manufactured product at an actual loss. We are of the impression that from a moral standpoint at least, this observation should hold good in respect to our own industry. In fact the maintaining of such minimum prices as afford a reasonable and legitimate profit constitutes a moral obligation which every manufacturer owes to the general good of the typewriter and carbon manufacturing business.

A. L. Foster, president of the Manifold Supplies Company, Brooklyn, N. Y., writes:

Our position is that we are not seeking inquiries from any sources aside from our own customers, and we hope, at best, to take care of their requirements as long as possible, and that this may continue until a new supply of raw materials is to be had. In one way the carbon and ribbon trade has acted differently than almost any other trade. We are inventorying and selling our materials, not at their value today, but at their value a year and a half ago.

The Buckeye Ribbon & Carbon Company of Cleveland says:

In our opinion the fact can not be too strongly impressed on the dealer and consumer, that no market exists at the present time for the purchase of color. The real situation is, that the source has dried up and the material can not be obtained at any price.

We have anticipated this condition to some extent and during the past year we have been buying from every source possible irrespective of the prevailing high prices. By reason of this we are still able to take care of our trade for an indefinite time. Of course, the cost of making the product has greatly increased not only in colors but also in other material.

There is no doubt the conditions will become worse before an improvement can be looked for. If the war continues much longer, and the manufacturers use up all the surplus stock they have on hand in the way of material, the problem of making ribbons and carbons for the increasing demand is going to be a very serious one.

That the prices of the finished product must continue to advance, goes without saying. Under the circumstances, dealers should not hesitate at this time of inventory to make up the prices on whatever stock of ribbons and carbons they have on hand.

Still another prominent manufacturer gives the following resumé of the situation:

You are quite right, of course, in your statement that the raw material situation, as affecting the ribbon and carbon business, is certain to become worse instead of better as long as the war lasts, and it is not only likely, but quite certain that some of the difficulties growing out of the war will remain for a considerable time after it is ended. No one can do any more than guess how long, any more than they can prophesy with safety as to the time when the war will end.

We will not undertake to give you a barrel full of statistics because there are others who have made more of a point of collecting them than we have, but when a $50.00 keg of color can sell for $1,200.00 or so, it is obviously not merely a question of price, but a question whether goods can be manufactured at all after a more or less limited time.

Of course, the color situation is the most serious factor, but this should not be allowed to obscure the fact that other essential materials are almost equally affected. We happen to know of a case where a quantity of one of the important waxes changed hands not long ago at about five times the normal price. Practically all materials of importance have advanced substantially since the war began, because even when not directly affected in the same way as dyestuffs, practically nothing can escape the many indirect effects of war conditions.

There is one good thing which may eventually come out of the whole situation, and that is an increasing tendency to standardize on black for both ribbons and carbons. Although even blacks are more expensive to manufacture than before the war, they are far less affected than the colors, and there seems to be at present no danger that supplies will absolutely fail.

The National Ribbon & Carbon Company of Cleveland, O., by A. C. Ledensburger, president, says:

We are overstocked with raw materials in comparison with normal conditions. It is rather hard to state just how long we will be able to supply all colors with the materials we have on hand. As we know the conditions today, prices on lakes and anilines, more especially purple and blue, are at such prohibitive prices that we would not be interested to buy them, and in the event of the exhaustion of our stock, would not go into the market at present prices, but would furnish black only.

We have advanced prices on all purple and blue carbon, holding up our prices on other grades and making no very close quotations on typewriter and multigraph ribbons.

The foregoing views express what we believe to be the actual situation in the ribbon and carbon paper industry today. That situation is one of real seriousness, since marked advances in prices all along the line will sooner or later be necessary, and we believe that the sooner they come the better it will be for everyone concerned. Margins of profit must be protected if the manufacturers are to remain in business. Price advances now will tend to protect the industry as a whole and hasten a restoration of normal prices when conditions are such as to permit it.

A Reprehensible Act.

MORE than one trusted employé, when taking leave of a former position, has secured lists of customers of his house or copies of documents which he uses for his own advantage in subsequent situations. Such practices as this are hardly even one degree removed from theft, yet some men have done this who would be much offended if it were called by its right name. Men have gone out from responsible positions into rival business institutions and have made use of documents obtained as a result of the confidence which their former employers reposed in them. Some, indeed, have disrupted entire organizations by the improper use of what they have taken away. Fortunately there are only a few men who would do this but once in a while such a thing happens. Our advice to all those who quit is to quit clean, and thereafter stay clean.

¶ THE CHAP WHO SEES ONLY THE BIG HOUSE AND THE BIG MACHINE IN THE BIG JOB, IS DESTINED TO KEEP THE LITTLE ONE.

Ike Millikan says: An inch of saw-teeth edge on the neckband of a shirt will destroy even the best disposition.

A. Hoosier.

Training Salesmen

Being an Address by the Sales Manager of the San Francisco Branch of a Leading Company in This Field, Delivered Some Months Ago Before The National Sales Managers' Association of America.

NOTE. The subjoined address is brim full of good ideas. It was in the form of queries and answers, and for the purposes of its presentation here the queries have been omitted and the answers are turned into a connected narrative, with only such slight changes in wording and such omissions as were made necessary by this manner of presentation and by the space available.

A SALESMAN is one who sells something at a profit and with satisfaction to the purchaser. The true salesman must always take into consideration the interests of his customers and realize that unless the transaction is profitable to both the seller and the buyer and carries with it satisfaction to each, it is not a successful sale. Neither is a sale really complete until the account is paid in full. In many cases the sale is not even then complete, for it often happens that there is considerable service to be rendered the buyer by the seller, extending over a period of many months after the goods are paid for. If this service is not cheerfully, faithfully and adequately rendered, the sale is not satisfactory to both parties, and therefore successful salesmanship has not been achieved.

Salesmen must positively be born with natural qualifications that are susceptible to training, and then trained. While it is true that all men can be improved by proper training, it is a well-known fact that not all men can become salesmen. Those not born with the commercial instinct can never attain more than mediocre success. If the mind is not both strong and positive and yet pliable and sympathetic, it can never be properly adjusted to the varied and varying individualisms of prospective buyers, and failure is the result. If the man cannot inspire the prospective customer with confidence in his house, his wares and himself, he is just that distance short of success as a salesman.

The fundamental basis of all business transactions is confidence. If confidence is the fundamental basis of all business transactions, then it behooves us to train our salesmen to regard it as of the utmost importance. They should be taught to conduct themselves and to maintain their statements religiously within the lines of truth, so that they may inspire the confidence of their prospective customers in themselves, and it will then more easily expand to include their wares and their house. Above all they must be thoroughly drilled never, under any circumstances, to abuse the confidence of the customer, when once obtained.

The training of salesmen should be both theoretical and practical. Theoretical salesmanship occupies an important place in the

training of salesmen. It represents the right and wrong of business dealing, the things to do to create and maintain friendly and cordial relations between their customers, the salesmen and the house, as well as the things not to do that create discord and dissension either with the customers or fellow employes, or the house. This in itself is a good step in character building, for these principles inculcated in the salesmen are sure to have an ennobling effect on their characters. The habit of thinking right thoughts thus acquired will readily expand to personal habits and tend toward optimism, if cheerfully commended and gently admonished. The committing to memory of set phrases and the learning of catechisms is nothing but bosh, and is almost sure to prevent salesmen from becoming a success.

This does not apply to a uniform demonstration of certain articles, however, as they may be arranged scientifically to acquaint the prospective customer intelligently, concisely and quickly with the merits of the article sought to be sold.

Practical salesmanship consists of a comprehensive knowledge of the line, presented in an enthusiastic, comprehensible way.

A thorough knowledge of the line to be sold must of necessity be taught salesmen before the merits of wares can be intelligently presented to prospective customers. Many questions may be asked about their goods, and if they cannot respond with a ready and satisfactory reply, based on both knowledge and truth, the prospective customer will surely show a lack of confidence, and may evince a lack of interest. Constant drilling on all new features and improvements or additions to the line should, therefore, be faithfully carried out.

Salesmen should be taught respect and loyalty as the first consideration. Respect and loyalty are of the utmost importance, and can easily be taught by the sales manager by example, coupled with proper explanations. To be more explicit, the sales manager should show the utmost respect for his salesmen, his clerks, his customers, his goods and his house. He should be particular to impress his salesmen that his goods are right, his prices fair, and that the policy of the house is honorable and just. He should not fail to make them realize that the entire establishment is founded on respect, loyalty and right dealing. If you want your salesmen to respect you, have respect for them. If you want your salesmen to be loyal to you, be loyal to them. If you want your salesmen to have confidence in you, have confidence in them. Said Henry Clay: "If you want a friend, be one."

Enthusiasm and energy are necessary to efficiency. If the sales manager possesses these qualities his example will be followed. There is nothing so contagious as enthusiasm. If you are enthusiastic, and teach your salesmen enthusiasm by having good goods, right prices, good service and high ethical standards, it is a natural sequence that the energy of the salesmen will be increased. If enthusiasm and energy are increased efficiency positively must follow.

The sales manager should love his work, be punctual at his office and in his appointments and courteous and considerate to every one. He should teach his salesmen the necessity of also being punctual at the office and in their appointments. The salesmen should be firmly impressed with the fact that the office is a place of business, and must be run on good business principles. If the sales manager does not maintain strict discipline he will never be able to obtain and preserve harmony. In order to command the respect of his salesmen he must positively be the boss, and his decision final. Without this strength, harmony and co-operation cannot exist. Real strength is not shown by being overbearing, bombastic or autocratic, but rather by dignified command based on knowledge and the principle of right. Good discipline judiciously enforced will do more than any other one thing to train salesmen to avoid carelessness, which is the hardest obstacle to overcome in business. It is not dishonesty or willful neglect that produces the greatest amount of trouble, but just plain carelessness. If salesmen are taught that they must conform to the rules of the house in all things, it will soon become a habit, and then orders and all other documents will arrive at the office complete and the interests of the house will be more thoroughly looked after in the various territories. Salesmen should be made to realize that their calling is an honorable one. That if they will put forth their best efforts they will be proud of the results.

The individuality of each salesman should be developed to the highest possible degree, restrained only when in conflict with high ethical standards.

If you endeavor to teach your salesmen to follow your own methods and tactics too closely, you will destroy the usefulness of most of them. Salesmen have pride and have confidence in their ability to present their goods intelligently and effectively in their own way. It seldom happens that two salesmen can use the same words, and get an order. Individuality and personality both enter into the manner of presenting a proposition and prosecuting it to a successful issue. There is the individuality also of the prospective customer to be reckoned with, and while one salesman might use certain mannerisms and utter a set phrase and by so doing get the signature on the order, another salesman using the same mannerisms and words would be ordered off the premises. It is not always as important what is said by the salesman as it is how he says it. Your salesmen can achieve greater success if you will try to help them develop their individuality and guide it sufficiently to keep them within due bounds, rather than by trying to merge their several individualities into your own.

Salesmen should be taught to have a proper regard for the care of their health. Under this head we may also include personality. It is easier to wear a genuine smile of good cheer when the health is good. Without the gladsome smile salesmen suggest pessimism.

instead of radiating happiness and optimism. A cheery "good morning" from a chest well filled with good air and accompanied by the smile of happiness in the joy of living, will dispel many a cloud that might be gathering in the mind of the prospective customer. If the body is puny, the complexion bad or the breath polluted with alcohol, the prospective customer is sure to conceive an antagonism, that it will be almost impossible to overcome, regardless of how thorough the salesman might otherwise be, or how much merit there is in his goods. One of the chief causes of failure in many salesmen is "fear." I do not refer to physical, but mental fear. Fear must be eliminated if the salesmen ever reach the goal they should strive for. A scared salesman is ready to run on the first "No" instead of bringing up his guns preparatory to a fight for the business. Salesmen must at all times be prepared to put up a strong fight for business, for if they are scared or do not enjoy mental combat, they might as well throw up their hands and surrender. If the lungs are kept well filled with air, mental fear will be greatly diminished. This, together with a good physical body, a thorough knowledge of the line and confidence in the house will create confidence on the part of salesmen, and eventually eradicate fear entirely.

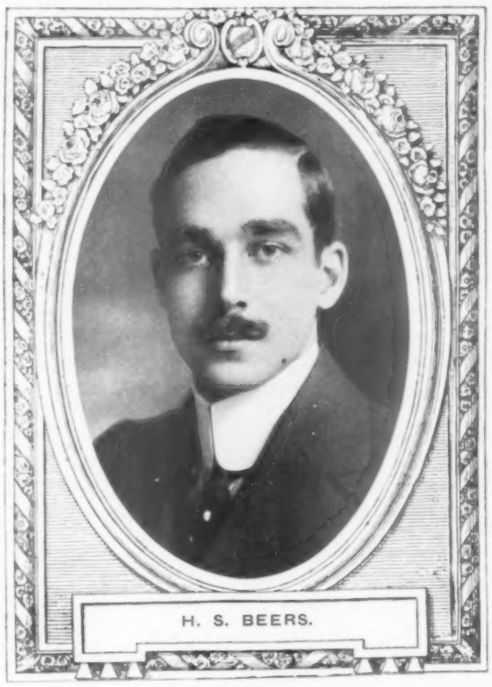
A knowledge of competing lines is necessary if salesmen are to appreciate fully their own line. With this knowledge, however, they may dig their own graves, if it is not properly used. Salesmen should be taught to never mention a competing line, unless compelled to do so by the prospective customer. If salesmen voluntarily specify other lines, they but advertise them, and are thus throwing obstacles in their own way of securing the order, and many times actually lose the business by so doing.

Usually the "leg" salesman responds more quickly to training than the "head" salesman, because of his energy. The "head" salesmen will usually tax your patience in training, because of their real or imaginary cleverness. They prefer to rely on their cleverness and their personality to get their business, rather than on hard work. Such salesmen are usually very careful of their persons and dress. They must be made to realize that while personality and cleverness may sometimes secure an order, such orders are often obtained by some sharp practice, and will, therefore, not prove a satisfactory transaction for the purchaser. To restrain this tendency the sales manager can accomplish a great deal by calling on prospective customers with the salesmen and insisting that only reasonable and truthful statements be made. The more difficult task is to get them to put forth the necessary amount of energy, for usually such salesmen are inclined to be lazy. As a rule good results can be accomplished by complimenting their intelligence, and appealing to their manhood, and in this way seek to awaken their ambition, but pointing out that there is nothing worth having that does not require a great deal of concentrated effort to obtain. The "leg" salesmen are always

willing, but often waste a great amount of their energy by rushing off pell mell to call on a prospective customer and arriving all out of breath, or at least with their lungs deflated and their talk, therefore, carries no force or weight. They generally talk around the point instead of at it, denoting a lack of concentration. They should receive instruction in concentration, and also should be accompanied by the sales manager a few times in order that the direct appeal is the one that gets the order. They will soon get the idea and with their unlimited energy will prove successful. As between the clever salesmen and the working salesmen, the working ones will make the best record.

All training along right lines is helpful in any vocation anywhere, but very few salesmen are successful everywhere at everything. Successful salesmen in one line are often failures in other lines, particularly as between staple and specialty lines. It is always hazardous to engage staple salesmen to sell specialties, and yet many good specialty salesmen formerly sold staples. However, the percentage is comparatively small who make this change successfully. To go farther, it often happens that a successful salesman in one territory or locality will fall almost completely down if transferred to another territory. This is particularly true as between country and city territory. To go still farther, salesmen may be successful under one sales manager, and in the same territory under a different sales manager prove far less valuable.

After a salesman has become a success he must still be carefully watched and guided. If allowed to shape his own course entirely the natural human tendency to drift will surely develop. We all know it is easier to float with the current than to row up stream, and floating with the current or following the lines of least resistance eventually spells defeat or disaster. In private talks and in salesmen's meetings or conventions the sales manager can point out these tendencies and evils and thereby impress the salesmen with the importance of avoiding them as pitfalls. Salesmen's meetings can be profitably held if the spirit of good fellowship and close relations are maintained by the strength of character of the sales manager. The best salesmen will not divulge to their fellows any specially good selling points they may have learned, as they are jealous of such knowledge, and consider it their stock in trade. It, therefore, follows that conventions to acquire selling points can only result in failure, except what may be imparted by the sales manager. Co-operation of salesmen and other departments brings back those who are starting to drift. If the sales manager will include all other departments and conduct the convention or meeting along proper lines, asking the salesmen how the shipping department can aid them, how the collection department can aid them and how the service department can aid them, and then ask the same questions from the various other departments, he will find a ready willingness on the part of all to co-operate with and help one another.



H. S. BEERS.

Herbert Stewart Beers, whose likeness appears in the oval which tops this column, is the general manager and the general sales and advertising manager of the Wizard Company of Boston, Mass. He is about thirty years old, having been born in 1885 in the good old state of Maryland. While he was a child his family moved to New York State. A part of his early education was received at the Military Academy of Troy, N. Y., where he prepared himself for college, going through Amherst and graduating with the class of 1905. After finishing his university career Mr. Beers mastered the course at the Albany Business College and took a position with the Bank of New York, where for several years he was secretary to President Herbert L. Griggs of that institution. He left that position, however, to become manager of the publicity and new business department of the Fourth National Bank of New York under President James G. Cannon, who is recognized as a national authority on finance. Mr. Cannon took Mr. Beers with him on trips over the country attending conventions and credit investigations—an experience which Mr. Beers values highly.

In 1912 Mr. Beers became manager of the publicity and new business department of the First National Bank of Boston, and in the course of this employment he met Mr. Pelham, general manager and sales manager of the Gillette Safety Razor Company. Mr. Pelham is influential in the affairs of the Wizard Company, of which he induced Mr. Beers to take charge as general manager. In this position he has found his knowledge of publicity, finance and business generally of inestimable value. Indeed, the rapid development of the Wizard Company's business is largely due to the work of Mr. Beers. He has taken special interest in the development of the Poster Stamp Affixers, of which the Wizard Company is the originator, and in which field it has no competition. The results which Mr. Beers has produced are most gratifying. Many of the largest corporations in the country are using the poster stamps and stamp affixers.

Mr. Beers' chief hobby is the study of organization and efficiency work and economic business expansion. He is a keen analyst and a deep thinker, searching always for the basic elements upon which to build. His principal recreation is tennis. He is a member of the Norwood Tennis Club and of the Bellevue Tennis Club of Boston. He has a large and growing circle of friends.

CHARLES E. PELTON.

We have with us today Charles E. Pelton, vice-president of the Crescent Brass & Pin Company, Detroit. Familiarly and among those who would be facetious, Friend Pelton is known as "Pins."

Pelton first saw the light of day on May 6, 1873, at 4 o'clock in the afternoon, on the old Pelton farm, fifty miles and eighty rods from Detroit. He is one of nine children, most of whom are still living. He remained on the farm until he was seventeen and a half years old. At four he started to school and went for thirteen years, summer and winter, almost continuously. When young Pelton was seventeen his father died and he went to AuSable and Oscoda where a brother was practicing dentistry, with the idea of studying that profession. Part of his duties were milking two cows, splitting wood and taking care of a horse. After about a year of contact with the dental business he decided he preferred something else. A position as clerk in a clothing and gents' furnishing store was secured at six dollars a week. The clothing merchant finally moved to Bay City and Pelton took up the lumber business, starting as tally boy at two dollars a day. Later he became a lumber inspector and scaler of logs, working on the docks in the summer and going into the forest eighty miles from any station in the wintertime, where he breakfasted at three in the morning and walked six miles to work. He continued this work until he was married in 1894.

In 1898 he went to Detroit, where he became right-of-way agent for the old Bell Telephone Company. In this work he was very successful and was promoted several times. Finally they got into financial trouble and closed the construction department. He went with another telephone company taking the same position, and had just got to the top of the ladder when he was called to Detroit and presented with a sum of money for good work. On the Monday morning following the Saturday when this transaction took place he dropped in at the office and was fired because the company was no more. His next move was to buy stock in and become a member of the U. S. Scenic Railway Construction Company. For this concern he built a large scenic railway at Old Orchard Beach, Me. In 1902 he was made general manager of his company. In September, 1904, he became connected with the Crescent Brass & Pin Company. In a few months he was made secretary of the company and two or three years later he was made vice-president.

NEW MACHINES AND DEVICES

Descriptive Notes of Some New Inventions and Improvements in the Field, with Illustrations.

A New "Y and E" Line of 44 "Efficiency Desks."

Several years ago the Yawman & Erbe Manufacturing Company of Rochester, N. Y., brought out an entirely new type of desk, having vertical filing and card record cabinet drawers instead of the box drawers that were characteristic of desks up to that time.

These new desks were called Efficiency Desks. The few models offered were so successful that it was decided to increase the number and variety of desks of the same type, in order to give purchasers a very much wider selection. This work has been continued until the line is now complete. It consists of 44 different models, giving a choice of 1,000 drawer combinations.

The new 44 models are made uniform in general appearance, in height, color, finish and in general quality. They are also uniform in purpose—to simplify work for desk users. They are in fact very fine filing cabinets built in the shape of desks and sold at desk prices.

Characteristics of the line are: card index drawers for 5x3, 6x4, 8x5, 5x8 and mixed-size cards filed across the drawers; drawers for filing letter-size or cap-size folders, also across the drawers; a center drawer equipped with various compartments, including a sliding tray, divided off for pins, clips, pencils and other business tools; the famous "Y and E" roller suspension drawer-slide found also in the finest quality "Y and E" oak cabinets; big, heavy, dead-flat tops; golden oak finish and reinforced metal trim, including locks for drawers and brass cups under the legs.

Owing to the great variety of models, a company can standardize on Efficiency Desks and not only save money through the increased efficiency on the part of its personnel, but greatly improve the general appearance and arrangement of its offices.

The line includes desks for executives and desks for other employes, at prices that correspond with whatever amount the firm would wish to invest for the individual, and each employé can have a desk as closely fitted to his peculiar requirements as if built to order. The clerk can have all needed records right at his finger tips, and the executive all his confidential information, reports, department records and miscellaneous data—thousands of cards and 10,000 papers all properly indexed and in perfect order. Not a paper in the desk will be beyond reach of his forearm or in danger of loss, and a chart kept beneath the glass desk-top shows where to find the different files. Each file is indexed so that any paper can be found if needed when the owner is away.

Efficiency Desks are found to correct confusion and to avert those serious interruptions which occur whenever papers that a man needs are not right at hand. So great is the capacity of some of these desks that for a cabinet alone, of equivalent quality and capacity, a person would have to pay more than for this desk and cabinet.

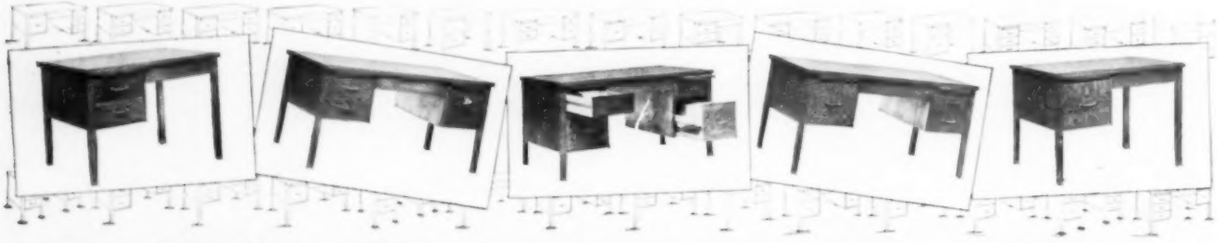
The line is divided into two general groups—one having single pedestal construction, and the other double pedestal construction.

A very complete though admirably condensed folder, in colors, No. 2,622, will gladly be sent by the company on request.

A Watch for the Night and the Day.

One of the interesting new devices to appear this month is the "Champion" night and day watch, a product of the factory of H. D. Phelps at Ansonia, Conn. It is called a night and day watch because the time can be read from its dial either in the light of mid-day or the darkness of midnight. The watch itself is the product of one of the best American factories and is guaranteed to keep correct time. The dial has large, bold figures, and both numerals and hands are large enough to be seen at a considerable distance. The distinctive feature of this watch, indeed, is the dial, which has been carefully treated with a radiant material, which renders it luminous in the dark. This material, it is said, is both powerful and permanently active. We are told that such time-pieces have been in

The "Champion" Night and Day Watch, Manufactured by H. D. Phelps, Ansonia, Conn.



There are 44 different desks, of double-pedestal and single-pedestal types, in the new line of "Y & E" Efficiency Desks.

use for some time in Europe, but that this is the first really successful device of the kind to be made in this country.

The case—hexagonal in shape and one-third larger than the cut—is made of cast bronze and is furnished either in nickel-plate, gun-metal finish or polished brass. It is convenient to carry about when traveling and is of suitable size for home use.

Each watch is carefully inspected and packed in a neat box, twelve of which are made up in a package, ready for shipment. Mr. Phelps will be happy to respond to any and all inquiries from those who desire further information regarding this useful and interesting time-piece.

New Use for Cosmo Time Stamps.

The A. D. Joslin Manufacturing Company of Chicago have worked out a method for the use of the Cosmo time stamps by garage men, to whom a simple, accurate

Cosmo Time Stamp made by the A. D. Joslin Mfg. Co., Chicago.

time keeping system for every job that goes through the shop is essential. This system has been worked out in connection with the Cosmo time stamp and it has been widely adopted and approved.

The Cosmo time stamp enables one to affix the date, hour and minute of any business transaction or event on the document to be dated, and the paper upon which the stamp is impressed may serve as future evidence, prevent controversies, and prove of inestimable value.

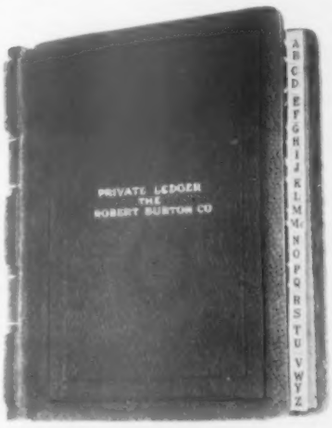
The watch movement in the Cosmo is especially constructed to insure accuracy, durability and service. The movement is mounted in a nickeled case, twice the thickness of the watch itself, the lower half being taken up by a highly practical arrangement of finely tempered springs and steel floating plates whereby the movement of the watch is wholly unaffected by the jar of stamping. The printing hands, instead of being mounted on the watch itself connect with the movement only in an indirect way by means of a cleverly arranged universal joint. When not in use no mechanism of the stamp or movement can come in contact with the desk or other surface to stop or retard the watch.

Interesting Loose Leaf Devices.

Harry C. Sherick of Cincinnati, Ohio, is manufacturing some highly interesting loose leaf devices for special purposes. The Sherick business is one of the oldest in the field, having been established in 1884.

Among the newer goods listed in this catalogue are the style "Modern" ledger made of cold rolled steel, in stock sizes, with four five-sixteenth-inch diameter posts, placed standard centers. This is a ledger with end screw and metal curved hinges and end pieces, with double beveled boards. It is bound in corduroy with Russia back and corners, or made with full Russia binding or corduroy with black Russia leather back and corners at the same price. This style of binder can be made specially on order to fit any size sheet desired.

Another addition to Mr. Sherick's line is the "Peerless" line of ledgers, cash books and journals. This line is got-



"Peerless" Private Account Ledger, made by Harry C. Sherick, Cincinnati, Ohio.

ten up to meet an increasing demand for first-class private account ledgers, cash books and journals more especially for commercial use. Mr. Sherick tells us that these books represent the best in the art and science of blank book making, embodying the results of over thirty years of experience in the manufacture of first class blank books to order. In general appearance the "Peerless" edition is along plain, simple lines of elegance. These books are ornamental as well as useful and are fit to be placed even upon the private desk at one's home. They are made in two convenient sizes, for business use and for personal use, of the very best material, and are ruled and indexed after the most approved manner.

Some Beautiful Card Designs.

The United States Playing Card Company of Cincinnati, Ohio, has created some more striking and beautiful designs in playing cards for the present season. Indeed, upon opening a package of Congress playing cards the first thing that strikes one is the unusual beauty of the designs, and thoughtful people are impressed with the

18-WINTER.

19-POETRY.

Two new playing card designs by the United States Playing Card Company.

high standard of art and the quality of workmanship necessary to bring about this degree of perfection. The players when using the 606 Congress playing cards not only have the pleasure of handling beautiful designs but enjoy the satisfaction of knowing that the goods are durable. These facts should not be overlooked by dealers who handle playing cards, for it should be remembered that there is more profit in quality than in the lack of it and that the only basis upon which a permanent business can be built up and repeat orders assured is the basis of quality and service. These things the products of the United States Playing Card Company possess in an eminent degree.

The Wright Sanitary Telephone Mouthpiece.

This is an ingenious device which covers the mouthpiece of the telephone and not only prevents germs and filth from entering the transmitter, but also small particles of food, tobacco and other foreign matter which, due to careless users, so often find their way into the mouthpiece. This, by decaying, causes the accumulation of germs and foul odors and the spreading of disease.

The attachment is made of steel and beautifully finished. It contains a small roll of sanitary paper which, by pulling

The Wright Sanitary Telephone Mouthpiece.

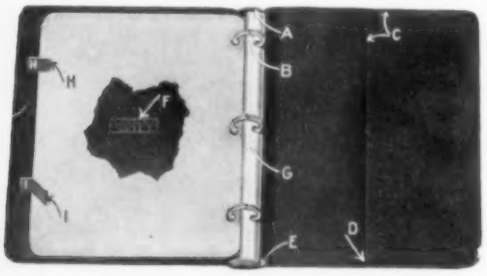
from the bottom, can be changed as often as desired, with no inconvenience whatsoever to the user. On each roll there is enough paper for about 250 changes, or about six months' use. Extra rolls sell for 5 cents each.

Telephone experts have said that the use of this mouthpiece increases the sensitiveness of the transmitter so that one can talk in a lower voice than usual and yet be distinctly heard at the other end.

The retail price of the "Wright" attachment is $1.00. This makes a very attractive novelty and has proved a ready seller. Additional information may be obtained from the manufacturer and distributer, the Normun Company, P. O. Box 387, Atlantic City, N. J.

A New Ring Book.

The Heinn Company of Milwaukee, Wis., is introducing the Badger ring-book, which is carried in 2, 3, 5, 6 and 7



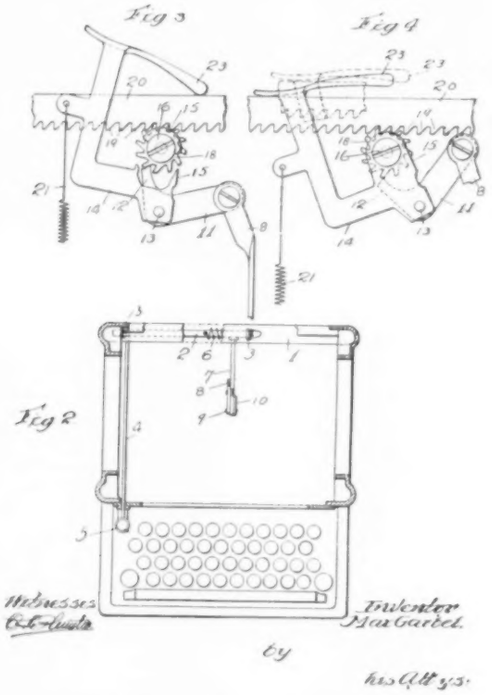
The New "Badger" Ring Book.

rings. The features of this new book include automatic levers which permit the user to open or close the rings without touching them; flat rings, which tend to prevent the tearing of the sheets; a built-in pocket, which cannot peel or tear from binding, and which is reinforced with cloth and will not rip; one-piece lining extending throughout the width of the cover and underneath the fixture; gold imprint; nickel-finished top-plate; the Badger index tab, whose shape and comparatively large surface covering increase its strength and wearing quality.

It is stated that in this book the patented fastenings by which the rings are firmly riveted to the plates make it impossible for them to work loose. The company claims that the manner in which the ring pressure is applied is an exclusive Badger feature, and a remarkably firm binding grip is thereby secured.

The Garbel Back-Spacer.

If any proof of the universal demand for a back-spacing device on typewriters were necessary, it would be found in the fact that all makes of machines are now manufac-



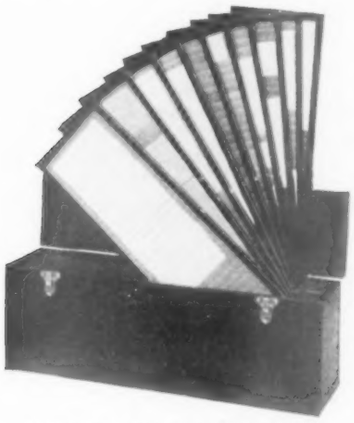
Mechanism of Garbel Back Spacer.

tured with back-spacers. To add the advantages of a back-spacer to those low serial number Underwoods which were manufactured before this feature was adopted, a Chicago typewriter man has invented a simple attachment for which the patents are now pending. The mechanical simplicity of the device is clearly indicated in the accompanying illustration. The Garbel Back-Spacer may be attached by anyone who can handle a screw-driver, and is intended for all Underwood machines in models 4, 5, and 3 which have a rotary escapement and are not already equipped with a back-spacer. These include: In model 3, serial numbers from 1 to 30,000; in models 4 and 5, serial numbers from 37,000 to 247,000.

The Garbel Back-Spacer is inexpensive and should be of particular interest to rebuilders and typewriter repairmen. Inquiries may be addressed to The Garbel Back-Spacer, 1305 West Harrison street, Chicago, Ill.

The Williams "Jackknife" Card Index.

This latest model of Williams' Visible-Caption Card-System is called the "Jackknife" because of the principle on which the frames work. The device provides a readily accessible, visible filing system for card forms of all kinds. It is very compact and preserves its contents from dust and from the gaze of unauthorized persons. This model has a cloth-covered case, and hinged cover with nickel-plated clasps and leather handle. Lock and key are furnished if desired. The case is 20 inches long, 7 inches deep, and 5 inches wide. It has ten frames, each with a

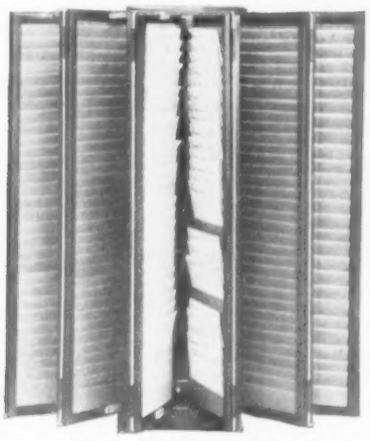


Williams' Jackknife Card Index.

capacity of 35 cards. The frames are numbered or lettered on the outside margin, so that a simple movement of the left forefinger lifts into position the frame wanted, bringing into view the captions (two topmost lines) of all the cards in the frame. The frames do not interfere with each other in operation and there is sufficient friction to hold any frame or frames in an upright position without the use of a special mechanical device.

Form cards for the conducting of various business operations by means of a system of numbers—car numbers, consignment numbers, lot numbers, etc.—are also provided. The final figure of the number is the index or guide to the frame in which a card bearing that number may be found.

Another model of the Williams' system is also illustrated. This device may be used lying down, but is intended primarily to be hung on the wall. It is made of



A Williams Wall-Model Index.

impervious steel, tan or maroon finish, with the exception of the card-holding pockets, which are made of the heaviest Scandia cord paper. It has six removable double frames placed upon a base of light wood covered with metal. Each frame is 6 inches in width by 20 inches in length and is about ½ an inch thick. Since both sides of a frame are used, the capacity of each frame is 70 cards—a card to a pocket. However, there is sufficient expansion to permit placing four 3x5 cards in each pocket, if desired.

For use on desk or table there is another Williams' model with sixteen frames assembled on a revolving stand. The frames are easily removed or replaced.

For further information concerning the various devices in the Williams' Visible-Caption Card-System, interested persons may write to C. Eugene Williams, 334 West Sixty-first street, Chicago, Ill.

New Line of Flexible Post Binders.

The Stationers' Loose Leaf Company has placed on the market a new line of binders, known as "The Miller line of Flexi-Post binders."

While the construction is a departure from present standards and is claimed to be a great improvement thereon, it adheres to the first principle of loose leaf binding, the precursor of present loose leaf devices—string and knot—with the present day requirements added, that is, unlimited capacity with ample expansion always available for ready removal and insertion of sheets.

In the days preceding the invention of loose leaf devices of the types now in use, and in the memory of many, all loose sheets which it was necessary to preserve were tied together with string, either through perforations in the sheets or in a bundle.

While this method was crude, it sufficed until a better method was developed. It was undeniably a secure way of binding sheets and even had the advantage of not having metal posts extending beyond the cover.

With this old principle in mind, the Flexi-Post line of binders was perfected. Mr. Miller is the inventor. He is one of the pioneers in the manufacture of loose leaf devices, and is the inventor of the original round back ledger and the designer of all the devices manufactured by the Stationers Loose Leaf Company, including the famous flat opening (flexible post) record book, which is used extensively in public offices throughout the country, as well as the Faultless turning post posting ledger with detachable and adjustable ratchet stand, and the Wizard ledger combining the advantages of automatic and screw ledgers.

The Miller Flexi-Post binders are equipped with flexible "link-posts" for expansion and contraction. These flexible "link-posts" slide in the fixture case and provide an expansion of two inches, allowing ample finger room for manipulating sheets; and this expansion is always available. The mechanism controlling these flexible "link-posts" is quickly, efficiently and positively operated by means of a key. The capacity of the binder may be increased by adding regular post sections in the usual way.

This new construction has been applied to binders of all classes—ledger binders with backs, ledger outfits, various grades of sectional post binders, catalog covers, etc. It is claimed that there is no use for which this binder cannot be adapted to advantage with better results than now obtained by the ordinary types of binders. The ingenious construction allows sufficient expansion for removal or insertion of sheets, at the same time the holding capacity can be increased or decreased as needed, the posts disappearing into the cover.

Among the advantages claimed for this binder are the following:

Will hold any number of sheets from one up.

Posts never stick through top; they slide into the cover and are always out of sight.

Instantaneous expansion for removing and inserting sheets at any capacity, whether one has a dozen sheets or a thousand.

No need to estimate capacity; the binder can be adjusted by the user to hold any number of sheets.

The sheets are held firmly, the cover being drawn together by direct screw compression.

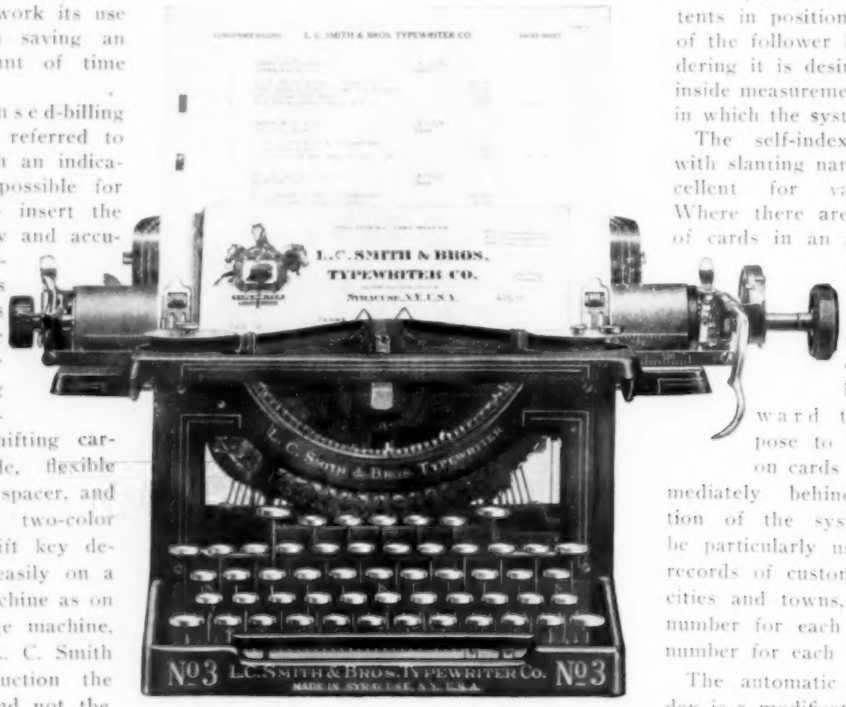
No unscrewing or screwing on of posts to remove or insert leaves.

Suitable for regular current ledger use, as sheets will always line up, posts being of uniform diameter at all capacities and when expanded there are no small diameter telescoping posts to allow sheets to sag out of alignment.

New Condensed Billing Machine.

The L. C. Smith & Bros. Typewriter Company announce the L. C. Smith & Bros. condensed-billing typewriter, which is said to be useful in filling in names, addresses and salutations in form letters. It enables the operator to fill in quickly and insures correct position of "fill-ins" with reference to the body of the letter. The use of the billing typewriter is well understood in connection with loose leaf devices and forms, in which field of work its use has resulted in saving an enormous amount of time and labor.

The condensed-billing typewriter here referred to is equipped with an indicator making it possible for the operator to insert the invoice positively and accurately in the correct place. This typewriter has also many other conveniences for billing, including a decimal tabulator, rigid non-shifting carriage, bill guide, flexible paper feed, back spacer, and a key-controlled two-color ribbon. The shift key depresses just as easily on a wide carriage machine as on a narrow carriage machine, because in the L. C. Smith & Bros. construction the type is shifted and not the carriage. Like the L. C. Smith & Bros. machines for general work, the billing typewriter is ball-bearing, and is made with the needs of the user in mind.



The L. C. Smith & Bros. Condensed Billing Typewriter.

New Globe Deposit Ticket Files.

The late Globe-Wernicke Catalogue of Stationers' Goods illustrates two new styles of deposit ticket files for banks, but which are also much used by groceries, and other mercantile concerns for sales slips, etc.

The files are substantially made, consisting of a heavy oak board upon which is mounted a No. 5 Globe perforator. Two holes are bored in the under side of the board, permitting the cuttings from the perforator to escape. Two heavy seamless steel tubes, 9 inches high, engage in threaded metal bushings, countersunk in the board, thus creating the desired rigidity. Twelve wires are furnished with each outfit, for binding each month's accumulation of tickets. Each outfit also contains 12 daily indexes and one monthly index.

The No. 105 Globe deposit ticket outfit will take papers 4¼ inches wide, and up to 7 inches long. The No. 205 style, which binds the tickets at the side instead of the top, will take papers longer than 7 inches.

Clever and Efficient Filing System.

"Best's Filing System, Visible and Automatic," is the trade name of a new system which seems to bear the marks of future success. It is manufactured by the Best Index Company of Augusta, Ga., and is a card index having a number of new and interesting features. The system is made in different styles, according to the purpose for which it is to be used. The patented visible name filing system consists of a series of cards having the upper left hand corner cut off. Below this diagonal margin is a ruled line parallel to the margin for the name of the customer. The card is ruled horizontally to accommodate any brief entries it may be desirable to make. The bottom of the card is cut into scallops, fitting across rods in the metal fixture which is a part of the system. This metal fixture is removable and fits into any cabinet, drawer, box, etc. It holds the contents in position without the use of the follower block. When ordering it is desirable to state the inside measurements of the drawer in which the system is to be used.

The self-indexing data cards with slanting name spaces are excellent for various purposes. Where there are several batches of cards in an alphabetical division, a division card of blank cardboard is inserted between each batch. On being pulled forward this will expose to view the names on cards in the batch immediately behind. This variation of the system is said to be particularly useful in keeping records of customers in various cities and towns, with main file number for each town and sub-number for each customer.

The automatic sub-division index is a modification of the same system, but in this the corner of the card is not cut off. The same metal removable fixture is used for keeping the cards in place. The cards are square-cut, with printed indicators (A) which point to sub-division letters on the back or division card which bears the tip showing the alphabetical division. Names are entered on data cards and indexed according to first and second, first and third and first and last letters, or any other combination which may be preferred.

A follow-up system is designed along similar lines, providing location of cards for every day in the twelve months.

The system is being used by some of the largest houses in the country, many smaller merchants, department stores, etc. The Best Index Company has many letters in praise of the many advantages of its system, which embraces in its scope a very wide field, and affords opportunity for employment in any business which can make use of a card filing system. Office Appliances acknowledges the receipt of a set of these systems, which members of the staff have examined with no little interest. Cuts illustrating the system are not available.

HISTORY OF THE ENVELOPE INDUSTRY

By the Hon. James Logan, General Manager
United States Envelope Company in the
"Red Envelope" for November.

EDITOR'S NOTE.—Readers of Office Appliances will recall a review of and some extracts from the first number of "The Red Envelope," in which Mr. Logan promised his readers a history of the envelope industry based upon such data as he has been able to obtain during his many years of intimate connection with that industry. We now have before us Number 3 of "The Red Envelope" in which the history begins. By way of preface or prelude the author says in part:

"I know the record will be far from perfect historically, for the data are fragmentary, as most of the early factors have long since passed from the stage and they left few records behind them, for they were not conscious that they were making history, and so both memory and legend must be drawn on for the story.

"It will be my aim to make the story personal, dealing with the lives and the work of the men who laid the foundations upon which we of a later generation have been permitted to rear the superstructure of our industry—to make the story a human document rather than a statistical or literary production."

Under the caption, "When Was the Envelope Invented, Mr. Logan continues:

THE question is often asked, "when were envelopes invented?" and it was an epoch-making invention. No one can definitely say, but the honor is claimed by a number of persons. In the year 1653, M. de Valayer, a Frenchman, under royal patronage, established in Paris a postal system for letters in post-paid envelopes. It is claimed that there is preserved in the office of the British Secretary of State an envelope in which was enclosed a letter dated May 16, 1696, written by Sir William Turnbull, Secretary of State, to Sir James Ogilvie, of London, England. In England, in 1714, Bishop Burnett makes use of the word "Envelope" as a wrapper or covering for a communication.

In 1726 Dean Swift, in his "Advice to Grub Street," says:

"Send these to 'paper sparing Pope.' *
And when he sits to write,
No letter with an envelope
Could give him more delight."

There are preserved in the British Museum, attached to the letters, the envelopes which were used in 1755 and 1760 for the transmission of two important government documents. But it is very evident that envelopes were not in common use, for there seems to be little or no reference to them for almost a hundred years. In 1825 Lamb mentions the envelope and in "Harry Lorrequer," published by Chas. Lever in 1837, we find this quotation: "The waiter entered with a small note in an envelope."

It is claimed that envelopes were used in France before they were used in England, and there seems to be good ground for the claim. When they first came into the French market they were very dainty novelties and made from the most expensive and delicate papers. They were used only by the wealthy and were considered a fad. They were first used in England between 1830 and 1839, but only in a very limited way.

It has been claimed that about the year 1830 a bookseller in Brighton, England, by the name of Brewer, made envelopes by hand, and that he was the first manufacturer of envelopes in Great Britain; but it is more than probable that there were quite a number who claimed to be the "first manufacturers" the same as we have had in our own country, New York, Boston, Philadelphia and Louisville, Ky., each claiming that honor; but, as there is no one now living who can testify on the subject, and no authentic records are available for proof, we simply state the several claims and leave the question open.

The use of an envelope in England called for double postage, the law then being that postage should be charged for the number of pieces of paper. The custom then prevailing was to fold the letter sheet to make it answer the purpose of an envelope, and on all folded note and letter papers the fourth page was left unruled, the object being to use the unruled page for the outside of the letter on which to write the address and, while the unruled fourth page no longer serves its original purpose, the old custom on ruled folded note and letter paper of leaving the fourth page unruled still prevails, though probably very few of the younger generation could tell why the fourth page was left unruled.

Envelopes were first made by hand and the usual method of manufacture was this: A tin form was made the shape of the flat unfolded blank, the paper having been previously cut into lozenge-shaped pieces. This tin form was laid on perhaps twenty-five pieces of paper and a sharp shoemaker's knife followed round the edges of the tin form, thus cutting the blank. The blanks were then creased with a bone folder and thimble, pretty much the same as handfolded envelopes are still creased. The blanks were gummed by overlapping and applying the gum with a brush to that portion which was to be stuck down to form the envelope, just as it would be done today. This work was done in small "bookshops" (as they were then called) on rainy days and when they had nothing else to do.

Many years ago I was told by a member of the firm of J. L. Fairbanks & Co., of Boston, successors to the firm of Josiah Loring & Co., which firm was established in 1798, that in those days, i. e., about the year 1840, they made in their store, in the manner described, all the envelopes that were sold in the city of Boston, Mass.

Mr. Edward N. Maxwell, of Maxwell & Co., stationers, Louisville, Ky., whose father moved from Philadelphia to Louisville, Ky., in 1831 and engaged in the printing and publishing business, in connection with which he operated a small book and stationery store, told me over thirty years ago that when a boy, working in the store about the years 1835-40, he cut out with his penknife in the manner described above and then folded in the back room of their little "book shop" all the envelopes that were then sold in the city of Louisville, which at that time had a population of a little over 10,000.

I cite these two authentic cases to show the primitive conditions then existing. In New York, Philadelphia, Baltimore, and other cities, envelopes were made in this way as a side line for the local demand before anyone entered into the business of envelope making as a separate industry.

One of Mr. Maxwell's duties every morning in those days was to go to the post office for the mail, taking with him money with which to pay the postage on letters which came "collect," the postage ranging from six to twenty-five cents on a letter, the rate depending on the distance carried and the number of sheets in the letter.

In "those good old days of the past" there were no letter carriers and the man who would have suggested our present rural free delivery system would have been looked upon as a visionary.

*This reference to "paper sparing Pope" is because Pope's celebrated translation of Homer (preserved in the British Museum) is written almost entirely on the covers or wrappers of letters, as envelopes were first called.

When envelopes were first made, the sealing flaps were ungummed and were closed by applying at the point of the sealing flap a wafer of sealing wax.

I very much desired to find, if possible, some of the wafers formerly used for sealing the old form of folded letter-sheet, and after corresponding with a number of firms whose business life dates from the first half of the last century, my search was finally successful, as will be noted by the following letter:

H. K. Brewer & Co., Stationers, 58 Liberty St.,
New York, September 16, 1915.

My Dear Mr. Logan: I fully appreciate the subtle innuendo in your letter of the 14th.

You evidently think, because wafers have not been used in the past fifty years, that I may know something about them; it is very true I remember that once upon a time such instruments of torture were used before the use of envelopes became general.

By the same mail I am sending, with my very best wishes for your happiness, eight ounces of wafers (all that New York City affords), and hope there will be at least a thousand, but the weather being so warm, the effort to count them exceeds my vitality. Very truly yours,

JOHN BREWER.

In the life of Sir Rowland Hill, published by De La Rue & Co., London, England, 1880, appears a letter written to Rowland Hill by Captain Basil Hall, Portsmouth, England, December 31, 1840, from which letter I quote:

"Portsmouth, England, December 31, 1840.

"My Dear Sir: Many thanks for your agreeable information. Indeed, I have no doubt—nor ever had—that your admirable invention (for it well deserves that name) will ere long make up the Post Office revenue to what it was, to say nothing of the enormous advantages which it brings along with it to all classes of the community. It strikes me, too, that a great convenience might be added to the envelopes if there were put a small lick of the gum which is used for the stamps at the angle where the wafer or wax is put, so that an envelope might be closed without the trouble of a wafer or the double 'toil and trouble' of a seal—implying lucifer matches, tapers and wax. I can easily see how one hundred, or any number, of envelopes might have this small touch of gum applied to them at a dash of a brush.

"Everyone now uses envelopes, which save a world of time, and if you were to furnish the means of closing the letter by an adhesive corner, a still further saving of time would take place.

"I dare say you are sadly bothered with crude suggestions; but my heart is completely in your noble scheme—the greatest of the day—that I venture to intrude occasionally. Ever most truly yours,

"BASIL HALL."

To Rowland Hill, London.

And in his memoirs Sir Rowland Hill says:

"This is, so far as I am aware, the first mention of that now almost universal practice, which has nearly made wafers and sealing wax things of the past."

The suggestion made by Capt. Hall, and perhaps by others, seems to have been recognized as an improvement, and acted upon at once, for about this time there appeared in the market envelopes with a small "lick of gum" about the size of the wafer, say about half an inch square, at the point of the sealing flap, and this very soon supplanted the wafer and wax.

When, however, as a still further improvement some manufacturers began to gum the whole of the sealing flap, many protested against it; and while willing to moisten the small spot of gum, for sanitary reasons they were not willing to "lick" the entire flap, so that the full gummed sealing flap had to fight for its place in the commercial field.

Some years ago Edmund M. Barton, Librarian of the American Antiquarian Society of Worcester, Mass., in looking over a mass of old correspondence belonging to the estate of his father, Judge Ira M. Barton, found several hundred envelopes which had enclosed letters received by his father during the years 1849-1855, and these he presented to me.

By many it was still not considered good form to use anything but the wafer or the sealing wax and the old custom died hard, but then, as now, utility conquered prejudice and conservatism, and the gummed flap envelope came into its own.

Envelopes rapidly came into favor, and in England, in 1841, only two years after the passage of the Penny Post Act (Aug. 27, 1839), half the correspondence passing through the Post Office of the United Kingdom was enclosed in envelopes; and in 1850, only ten years after the Act became operative, over 90 per cent of the correspondence was enclosed in envelopes.

Sir Rowland Hill, the Father of the Penny Post.

Sir Rowland Hill, an English administrator, who was born in 1795, and who died in 1879, was the father of the Penny Post which came into existence in England in 1840. On this point there is general agreement. On account of an affection of the spine he was obliged to maintain a recumbent position and his principal method of relieving the irksomeness of his situation was to repeat figures aloud consecutively until he had reached very high totals. He had the statistical mind, and, following his natural bent, in 1835, when he was forty years of age, he directed his investigation toward the postal system of Great Britain.

The discovery which resulted from these investigations is, when stated, so easy of comprehension that there is great danger of losing sight of its originality and thoroughness. A fact which enhances its merit was that he was not a Post Office official, and possessed no practical experience of the details of the old system. After a laborious collection of statistics, he succeeded in demonstrating that the principal expense of letter carriage was in receiving and distributing, and that the cost of conveyance differed so little with the distance that a uniform rate of postage was in reality the fairest to all parties that could be adopted. Trusting, also, that the deficiency in the postal rate would be made up by the immense increase of correspondence, and by the saving which would be obtained from prepayment, from improved methods of keeping accounts and from lessening the expense of distribution, he, in his famous pamphlet published in 1837, recommended that within the United Kingdom the rate for letters not exceeding half an ounce in weight should be only one penny. The employment of postage stamps is mentioned only as a suggestion, and in the following words:

"Perhaps the difficulties might be obviated by using a bit of paper just large enough to bear the stamp, and covered at the back with a glutinous wash, which, by applying a little moisture, might be attached to the back of the letter."

Proposals so striking and novel in regard to a subject in which everyone had a personal interest commanded immediate and general attention. So great became the pressure of public opinion against the opposition offered to the measure of official prepossessions and prejudices that, in 1838, the House of Commons appointed a committee to examine the subject. The committee having reported favorably, a bill to carry out Hill's recommendations was brought in by the Government. The act received the royal assent in 1839 and, after an intermediate rate of fourpence had been in operation from the fifth of December of that year, the penny rate commenced on the tenth of January, 1840.

Hill received an appointment in the Treasury in order to superintend the introduction of his reforms, but he was compelled to retire when the Liberal Government resigned office in 1841.

In consideration of the loss he thus sustained, and to mark the public appreciation of his services, he was, in 1846, presented with the sum of £13,360.

On the Liberals returning to office in the same year, he was appointed secretary to the Postmaster-General; and in 1854 he was made Chief Secretary. His ability as a practical administrator enabled him to supplement his original discovery by measures realizing its benefits in a degree commensurate with continually improving facilities of communication, and in a manner best combining cheapness with efficiency.

In 1860 his services were rewarded with the honor of Knighthood, and when failing health compelled him to resign his office in 1864, he received from Parliament

a grant of 20,000 pounds sterling, and was also allowed to retain his full salary of 2,000 pounds a year, as retiring pension. In 1864 the University of Oxford conferred on him the degree of D. C. L., and on the 6th day of June, 1879, he was presented with the freedom of the City of London.

The presentation, on account of his infirm health, took place at his residence at Hampstead, and he died on the 27th of August following (1879) and was buried in Westminster Abbey. (Encyclopedia Britannica—Vol. XIII, p. 466.)

Up to the time of the passage of the Penny Post Act (1839), letters could be sent either postage prepaid or collect on delivery, at the then prevailing rates, which were very high, thereby greatly restricting the correspondence of the public.

I have heard my father tell of a man whom he knew when a young man, in Scotland, in the early 40's, who had a grudge against another man, and how he got even with him. This man was a sailor, and, wherever he chanced to be, he would write to the man against whom he held the grudge, sending the letter postage collect, and this was his message:

"If you are well, I am well,
Pay the post and go to h—l."

Eventually the man was compelled to decline to receive any letters unless the postage was prepaid.

Postage stamps were introduced in England in May, 1840, and Sir Rowland Hill is given the credit for having made this suggestion, also. One of the large questions which he had set out to solve was how to handle the business on a penny basis so that the cost of handling it could be kept within reason.

Up to this time one of the enormous burdens on the Post Office Department had been the collection of postage and accounting for the proceeds of the service. Now it was proposed to have letters carried at a uniform rate in the Kingdom without regard to the distance carried, and postage was to be paid at the office of mailing so to control the revenue received for the service rendered with the smallest amount of accounting, and if postage was not prepaid double rates were to be charged, Hill's theory being that this would practically compel prepayment and thus, in large measure, control the revenue at its source.

In his memorable and epoch-making report which he published in 1837, in discussing some of the problems, in connection with the collection of the revenue, he said in regard to the postage stamp which has been one of the greatest servants of mankind:

"Perhaps the difficulties might be obviated by using a bit of paper just large enough to bear the stamp, covered on the back with a glutinous wash, which, by applying a little moisture, might be attached to the back of the letter."

Then the suggestion was made that this "bit of paper" could perform a double function (gummed flap envelopes not yet having come into use)—it would secure the prepayment of postage and at the same time it could be made to seal the envelope, thus taking the place of the wafer or sealing wax.

The increasing demand for envelopes created the necessity for machinery for their manufacture, and it is generally conceded that the first efficient automatic envelope-folding machine in the world was invented by Edwin Hill, brother of Sir Rowland Hill, his invention being supplemented by those of Mr. Warren De La Rue, the original patents being issued in 1845. This machine was improved and protected by other patents in 1849 and was exhibited at the Exposition in Hyde Park, London, England, in 1851.

The development of Envelope-Folding Machinery will be taken up in the next issue of the "Red Envelope."

Window Display of the Hawaiian News Company, Honolulu, T. H., which won First Prize of $100 offered by the Retail Merchants of Honolulu for the best trimmed window. More than fifty firms entered this competition.

Salmagundi

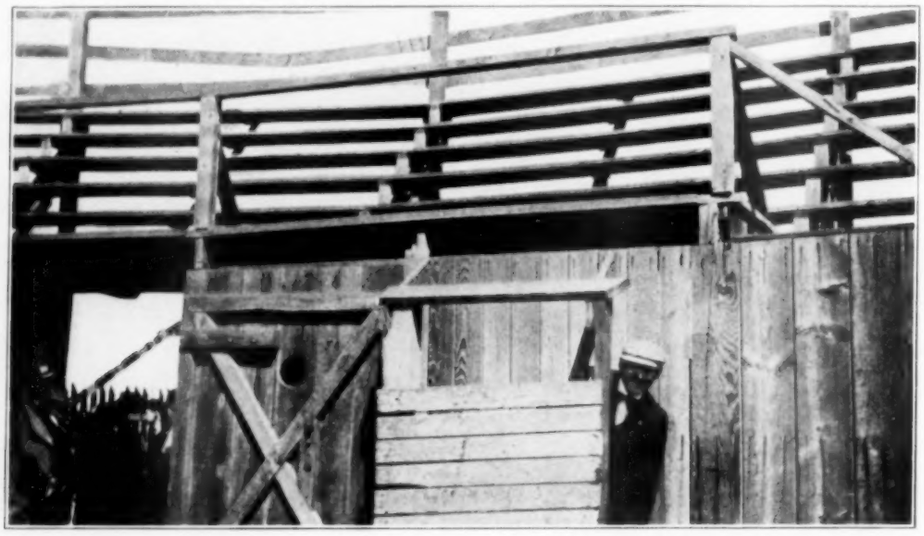
The Rabbit Which Chased the Dog.

The story of the rabbit which chased the dog in Glacier Park last fall has appeared in some other publications, including the Outlook, always with a question as to the veracity of the narrative. Now, this story was supported by a number of men whose integrity is above question, and pictures of the group who vouched for the story appeared in Office Appliances for October. One of the company who said he saw the rabbit chase the dog is Al. Williams, sales manager of the Eberhard Faber Pencil Company. Mr. Williams now sends us the picture presented above. He says it is a picture of the actual rabbit which did the chasing. We cannot see the dog and must therefore infer that he has disappeared over the distant horizon. We do wish that Al's camera had been in working order when the two animals were streaking the landscape. While we do not doubt the story for a moment, of course, we still feel that if we had actual photographic evidence of the chase we could satisfy even the hyper-skeptical. There are so many people in the world who are like the Arkansas jury which brought in a verdict, "Not guilty, if he won't do it again."

The Rabbit that chased the Dog.

A Mexican Adventure.

Not very long ago Charles E. Pelton, vice president of the Crescent Brass & Pin Company, and Harley Wantz of St. Louis, happened to meet at Tia Juana, Mexico, where there is an arena which in palmy days is devoted to the bull fights which the Mexicans so love to witness. As there was no bull fight the day Mr. Wantz and Mr. Pelton were in that city, Mr. Wantz volunteered to act as matador provided Pelton would take the part of the bull. Wantz, asserting that he was not successful in "throwing the bull," therefore gave way to a more experienced man. The picture shows Mr. Wantz in the act of making his escape.



Harley J. Wantz of St. Louis in the Matador's Refuge, Tia Juana, Mexico.
—Photo by Charles E. Pelton.

For both picture and story we are indebted to our friend, Charles E. Pelton.

IN OTHER LANDS

Foreign Trade Section of Office Appliances

For January, 1916, Containing

Thirty-five articles from subscribers in twenty-four foreign countries, presenting a symposium of opinions on America's opportunities abroad, with practical suggestions from experienced men on ways and means of developing foreign commerce in this field and cementing relations of mutual esteem and profit. No symposium of such extent and interest has ever before appeared in any publication on the subject of foreign trade in this industry. This issue of Office Appliances touches high-water mark in point of practical interest. The articles here presented prove that the world is looking to American energy and resources for aid in these times of tragic distress, and that it will continue to look to us for some time after the sword is sheathed in its scabbard. Upon us falls the privilege and the duty of being prepared in all respects to fulfill the demands upon us.

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We recommend these articles not only to the perusal of American manufacturers in this field, for whom they contain much valuable information and many indispensable suggestions, but to the attention of American dealers and agents as well, because of the business information they present and the interesting facts which may be learned from them regarding the conditions with which our co-workers abroad are confronted now as well as in normal times.

(9) No56 STATIONERYTIMES 15th, NOV 1915

ルチホトンモヤエフ 場會大

In This Space Was a Picture of the Hotel Fairmont.

The cuts which are presented on these two pages show two inside pages of the Stationery Times, a Japanese stationers' periodical. The above article in the Stationery Times was written by S. Fukui, president of the Osaka Stationers' Association of Osaka, Japan, and is an account of the eleventh annual convention of the National Association of Stationers and Manufacturers at San Francisco last October. The halftones which were shown in the article are not reproduced here because they have already appeared in Office Appliances, and furthermore because of the difficulty of reproducing a halftone in zinc etching.

A digest of Mr. Fukui's article has been translated into English by J. Fujita, a member of the staff of the Chicago Evening Post. Mr. Fujita omitted the account of the reports and debates, which already have been covered in Office Appliances, and translated for the benefit of our readers those portions which he regarded as giving the Japanese viewpoint.

"The eleventh convention of the National Association of Stationers and Manufacturers was held at the Hotel Fairmont, San Francisco, beginning September 27 and lasting for four pleasant days. I fortunately had the opportunity to attend the convention while I was investigating business conditions among stationers in America. Here I not only gained a knowledge of American business methods, but, owing to the fact that I was a Japanese delegate to the convention, had the pleasure of promoting a friendly feeling among the members toward our people in general. After the registration on September 27 I was introduced by President Lent of New York to the members as Mr. Fukui of Osaka. Many of them called me Mr. Osaka. It seems that the name Yokahama or Tokyo is well known among Americans, but Osaka, Japan's Manchester, was new to them, and this is rather a regrettable fact from the Japanese viewpoint. When I explained that Osaka was the manufacturing center of the island empire instead of my name, there were smiles.

"At eight o'clock in the evening we attended the reception given by the local ladies and I was surprised to see that almost every delegate was accompanied by a lady, a sight we are never able to behold in Japan.

"The first surprise of the second day was to receive a copy of a pamphlet which contained a report of the meeting of the day before, also to receive medals given out by the Chicago delegates, one of which is reproduced on the left. These medals were a part of an effort to induce the association to hold the convention of 1917 in Chicago. This quickness of action is typical of the character of the American business men. The meeting was called to order by President Lent and after the formal prayer and the national song we went directly into the business of the meeting. Several important reports were read by the secretary and others and the convention discussed many subjects concerning the relations between manufacturers and retailers. Everything was carried out smoothly, methodically and with perfect precision. I think we can learn many things from Americans as to business methods and commercial ethics.

"On the third day the business meeting of the convention was happily concluded with the election of new officers, Mr. Bellman of Toledo being the president elect. In the evening

大會夜　亞米利加文房具商工組合大會（於桑港フエヤモントホテル大舞踏室）

二つて最の左の卓の前列左より
目人が幣店若主な

In This Space Was the Banquet Picture.

the reports and debates, which already have been covered in Office Appliances, and translated for the benefit of our readers those portions which he regarded as giving the Japanese viewpoint.

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撮るのは機圖鉄の廻の軸の一く一一繪へ徐々に廻しつゝ寫す此でのの元寫眞の版寫寫の眞寫四幅は程尺のもの

Note: The editor of O ces Appliances believes that if some of us were to sit down to dinner in Japan it might be that some of our Japanese friends would be found somewhat unfamiliar with the accepted pronunciation of the names of our American cities. It might happen that we might be called Mr. Rochester or Mr. Syracuse. But such trifling errors would be quite easily forgotten since American names would be not less di cult to the Japanese tongue than are Japanese names to ours.

The Japanese periodical "Bungu Kai" for December also contains a good story of the San Francisco convention, probably taken from the report of Mr. Fukui.

The pictures shown in Mr. Fukui's article in the Stationery Times include the Hotel Fairmont, a view of the banquet, and a general panoramic picture of the entire convention, which Mr. Fukui tells us was taken with a camera which swings from

第十一回亞米利加文房具商工組合大會徽章

徽章 金縁黄、中央に桑博賀石郎なる漢はし、縁その間に加州の寶たる熊を、其周圍は加州の花ポッピー（罌粟）を表はせり

縁 黄、藍の三色織にして之も桑博所定の色章を取りたるものなり

上部 に各名詞を表示しあり

大會の前及今回のプレシデント（會長）向つて左より

聖路西 バクホーン氏

紐育 レント氏（今回のプレシデント）

市俄古 ザ アス氏

ボストン ベーレー氏

紐育 ゲリー氏

日本 福井正太郎 （桑列記念寫眞）

In this space was Mr. Fukui's Badge.

In the Space Where This English Type Is Set Appeared Office Appliances' Picture of the President and ex-President of the American Association With Mr. Fukui, President of the Osaka Association.

米國桑港フエヤモントホテルにて開かれたる

第十一回亞米利加文房具商工組合大會參列概記

福井正太郎

日本の文房具業者にして今日迄に外遊せられたる人々は在らんも、米國の文房具業界視察の目的を以て渡米せし人は無し。今爾子が桑博出品協會より合衆國に於ける文房具製造幷に販賣の狀態視察を囑托されて、桑博及米國各都市を訪問視察せしを以て嚆矢とす。併し子は之を以て何等誇りとするに非ず、蓋し斯る事は今後屢々行はるべきを以てなり。然るに子が今回の渡米中恰も全米國文房具商工組合大會開催せられ之に參列したりし一事は、最も好機會に遭遇せしものにて、今後に於て渡米する業者と雖も旨く本會開催の時期に遭遇し

a banquet and ball were held and the Waterman Fountain Pen Company presented each delegate with a fountain pen. The American Pencil Company and others also presented beautiful souvenirs.

"I was asked by many to sign my name in Japanese and my compliance with this request pleased the Americans greatly. A jolly fellow came up saying that he could write Japanese, and he wrote something which is neither Japanese or English but which is reproduced here. Everybody was kind and smiling and it was eleven o'clock when I said goodnight to my new American friends who welcomed me with such a warm reception.

"The last day was devoted to sightseeing trips. The entire delegation went out on the harbor of San Francisco on a little steamboat to enjoy the scenes in and around San Francisco bay. They then came back to the hotel. This concluded the eleventh convention of the National Association of Stationers and Manufacturers of America. I feel that it has been a great honor for me to attend such a convention and I wish to thank all my American friends for the uniform kindness and courtesy shown me."

ホテルに於て九月廿七日より四日間開會せられたる次第なり。

▣催て予は九月二十六日

南部ホテルを引拂ひ大會々場たる有名なるフエヤモントホテルに移る。之れ參列に便利なる故にして現に各州より來參會の人々は多く當かホテルに宿泊されあり

廿七日午前九時會場に宛てあるメインフルウアに參集し、記錄委員に會費十五弗を拂ひ込て會の徽章（寫眞あり）及順序書などを受取り、參會簿に署名（ウィンし其他名刺交換、挨拶等形の如く爲したり。桑港の文房具商は大抵接待係として應接齡旋に努められたり。ウオータマン、イフアフル其他本大會に參集せる全米文房具業者は三百餘名にして、中に婦人帶同者頗る多く（寫眞の通り）、之等婦人同伴にても會費は一人前にて宜しきなり。社交術の進歩せる彼國にては斯る會に婦人帶同は習慣となり居れるが、我日本にては迚も見られぬ圖なり。

▣第二日目即ち廿八日

午前九時メインフルウアの舞踏室大廣間に參集す、入口にて紐育の交易機關雜誌ゲーアース誌が、本大會の昨年來執りし事務報告、諸統計等を掲載し、又昨日會合の狀況、餘興其他一切の事を早くも印刷せる臨時發行號を受取り、其敏速なる行動には感服したり。爾後日々の狀況其他參列者名各演說等を其日に印刷して毎翌朝交附されたり。

（寫眞の通り）其機敏なる運動振は特に面白く感じ入たり。

愈々午前九時半參集全員着席し所謂の事あり、桑港の組長ダイモンド氏より今回のプレシデントたるレント氏に始會の申告をなし「ハンマー」（槌）を渡す、茲に於てレント氏會長席に就き「ハンマー」を振打して開會を宣す、次に桑港市長代理として秘書役の本大會を市俄古に開催されたき希望を以て、特に徽章を作りて參集者に示威運動的に配付したる事なり。予も壹個を得たるが

本日は婦人連は桑博見物に出掛けたればゲルルームに於て會員の際男子計りとなり繼續續開し、聞も其中に有益なる議片も數多ありたり。

午後も會議ありて五時に閉會したり。

▣第三日目二十九日は

午前九時半より開會し前日に引續きて會議あり、又各種の協議會等あり。正午晝食濟みて後、本大會の新プレシデント（會長）副會長、及製造家代表委員、各部委員等を選擧す、新プレシデントはトレッド市のペルマン氏當選せり。又次回即ち明年の開催地は「アトランター」市に決定さる。是にて大會々議を終了す、時に午後四時なり。此時大會のイヤーブックの申込を受く、之は大會の年鑑にして一ケ年間の出來事を詳細に掲載し申込者に配付するものにして一ケ年金弗なり。之は全米同業者の狀況其他取引上多大の參考を得べきを以て予も早速申込み置きたり。之にて閉會す。

午後八時より大舞踏室に於て最後の宴會たる夜會を催さる。席卓は名簿に依り番號を以て定められ、婦人帶同者は各其腕を擁して着席す、予は十九番卓なりき。此の宴會には「タキシードー」を要し予は色々なして調達したり。先づ奏樂にて開會され型の如く挨拶等あり、宴中面白き餘興もあり。ウオータマン會社よりは參列者全部へ記念萬年ペンを優美なる布袋（桑博の色章と同種の）に入れて寄贈され、又アメリカン鉛筆

べしとて主張せられたり。總て各部の委員は能く委托の事項を眞面目に研究審議し責任を盡して報告せらる、又會員は議決事項を正確に遵行して、決して價格などを崩し、抜駆の濫費等なき爲いる所實に度量公明正大、感服の至りなり、斯てこそ本大會の價値を生じ、能く其効果を發揮する譯なり。予は我國の此種會合決議が往々眞面目正確に遂行せられざる現況を顧みて、悅惚たる感を久しうしたり。

無式及會場中は大會の書記長バイヤー氏總て會員を補佐し會場中議論自出噴する時は會長レント氏例の「ハンマー」を打つて鎮靜せしむ、會長席の傍には二名の速記者即ち、機關雜誌ゲーアース社、オフイスアプライアンス社の社員、幷にアメリカンステーショナーの太平洋沿岸通信員たる某某事績に會議を筆記しつゝありたり。

亞米利加文房具商工組合大會參列者（横浜正金銀行向つて最左端の列前の婦人連つゝエフ氏の主名店弊社）

corner to corner of the scene after the manner of a machine gun.

We have the following letter from Mr. Fukui under date of November 22:

"We are in receipt of your esteemed favor of the 26th. The October number of your magazine has been read with great interest by myself and others. Every page is fraught with pleasant reminders to me of the happy hours I spent with you and the esteemed members of your staff. Especially did I appreciate the many pictures of convention scenes in San Francisco."

The pictures presented in the Stationery Times were taken by the Office Appliances' photographer and were presented to Mr. Fukui for such use as he might wish to make of them.

ENGLAND

Office Appliances in Great Britain. By the Exclusive Correspondent for This Magazine.

London, December 9th, 1915.

BUSINESS conditions in the British Isles are still prosperous on a war basis. Capital and labor continue to be well employed. The shortage of industrial workers is very marked and the further enlistment campaign that is now proceeding and which comes to an end on December 11th—the latest scheme originated by Lord Derby as Director-General of Recruiting—will still further deplete the already short supplies. People here, however, pretty generally recognize that the only two workers of real importance nowadays are the soldier and the munitions maker, the last of course belonging to a fairly wide category. Commerce and industry are only now regarded as important when they safeguard the interests of these two people. The result is that complaints and grumbles on the part of the ordinary business men are few and far between.

Women and girls enter the industrial field in increasing numbers every week. Not only have they crowded still more greatly into vocations in which they already had a footing before the war, but they are entering many new departments. All the old ideas about women's work are being knocked on the head. Conventions go by the board and the nation is benefiting.

The present scheme of enlistment briefly referred to above is designed more to secure future supplies of soldiers than immediate wants. Men attend the local recruiting offices, are medically examined and attested and enlisted. Then they are classified into groups according to age and wether married or single, there being a total of 46 groups from the youngest to the oldest. Then they immediately return to their ordinary work with their private employers and will be given by public posters on the billboards a month's notice of the date on which they must join their regiments and commence their military training. In case the poster is not seen or forgotten each man will receive a reminder by post a fortnight before his date of joining. In a day or two's time from now the House of Commons will arrange financial and other provision for another million men to be added to the British army from the above-mentioned resources.

There appears to be plenty of capital available despite the enormous war loans and heavy taxation. Stock exchange gambling and financing of wild cat schemes are things that have practically disappeared, speculation is at a discount and is pretty nearly universally replaced by investment in its truest sense. The stock exchange itself is but an attenuated thing, half its frequenters, whether they be brokers, jobbers or authorized or ordinary clerks, are engaged elsewhere, many of them "somewhere in France." The centers of greatest acitivity are not nowadays found in places like the city of London; rather do we find them in the factory-crowded outskirts of the metropolis or in great industrial centers like Birmingham, Newcastle, Glasgow, etc. Crime and drunkenness are other things that have dropped tremendously in this country since the war began, the latter of course largely as a result of restricted hours that now prevail for the selling of intoxicants, and the legal abolition of the old-time custom of "treating" to drinks, buying intoxicants on credit, and the compulsory lowering of the alcoholic strength of spirits.

The moral of all these things for the man making, importing and dealing in typewriters and other office specialties is wide. For one thing, the shortage of workers has in every industry increased the demand for labor-saving appliances. Employers see their men leaving the factory, the workshop, the counter, and the office. Every machine that will help to reduce the effect of this loss therefore sells easily and the difficulties of the old days when labor-saving machines had to enter into competition with cheap and plentiful supplies of labor are now well over. Orders no longer seem to require to be hammered out of buyers; on the contrary, they flow in and often have to be turned down because of pressure of earlier and especially Government business. Already there are demands for labor-saving office appliances that cannot be procured in this country. I hear of lots of these. In many cases goods filling these wants were German made and have of course long since ceased to reach this country. One firm writes me pathetically almost, asking for American goods of the following nature: Board and lever arch files, transfer binding boxes for same, paper fasteners that fasten papers without the use of the staple, cheap printing outfits using printer's type and printer's ink for use in offices, stapling machines, etc. Where German goods are being replaced or want replacing in these respects, it is generally cheap lines that are required. For example, lever arch files to retail at about 25 cents or 36 cents are particularly wanted.

Collecting views of leading typewriter and office specialty houses here I find that pretty generally they endorse the above-mentioned views. Typical of the typewriter traders is W. J. Richardson, governing director of the Bar Lock, who says: The business in both typewriters and supplies is simply limited by our capacity for output. The pressure of work on all the commercial firms, coincident with the shortage of staff caused by enlistments in the army, has caused an increased demand for all labor-saving devices, including typewriters.

S. Heritage, Remington manager in France, writes that the typewriter business in that country is less disorganized than was thought owing to the war. Business of course cannot be compared with that of normal times, but is very well considering the conditions prevailing.

E. Spencer Harrison has been communicating a good story of Smith Premier progress. First of all he declares things are all around good for the company here, the

return to prosperity starting about three months after the war first broke out. He has been attempting to get over the shortage of mechanics in the factory here by using girls in the Smith Premier mechanical department, but so far this has not been very successful owing to the fact that good work in this connection takes years of preliminary training. Success, however, has been achieved in the employment of women in the work of aligning on the typewriter. Figures of Smith Premier business for Russia, Finland, Sweden, Norway, Denmark, Holland, France, Switzerland, Italy, Portugal, Spain and England show that for the first nine months of the present year there was a substantial increase over the nine months of 1914. Business in Russia is particularly good owing to the elimination of German competition both in typewriters and typewriter supplies. The Smith Premier Russian business is six times as big as it was before the war began despite the fact that so many important centers in Poland, where the Smith Premier did a large business before, are now in the hands of the Germans. Mr. Harrison does not know at present whether Smith Premier depots and stocks in Warsaw and Libau are still intact, no communication having been possible with the representatives there. It is expected that the stocks have been commandeered by the German army.

In another newspaper interview, Mr. Harrison mentions that a few months ago he sold 150 Smith Premiers to the Serbian Government for use with their army. He reminds us that it now takes three months to get machines from New York to Petrograd and four months to Moscow. They enter the country either via Archangel or through Japan, Vladivostok and the Siberian railway. He says: At Archangel they are dumped down from the boat on the beach, and our representatives have to have a man up there to clear them off. Then they can only send them by rail to Petrograd on condition they take a third-class passenger ticket for every six machines, plus the freight. Allowing for extra duty, freight, and the difference in the rate of exchange, it costs today between $45 and $50 more to get a typewriter into Russia than it did before the war. There is this further difficulty. While we are doing a larger amount of business, owing to the state of the exchange between Russia and England, we are obliged to deposit in a bank there the money received for goods sold, and it may be locked up until the rate of exchange rights itself again. The purchasers, of course, have to pay most of this increased cost or we should have to shut up shop. We cannot, however, raise the price of the typewriter so as to cover all the difference in cost; but the Russian business man has now to pay from $35 to $40 more for a typewriter than before the war. The price of typewriters has been raised in every country in Europe, with the exception of England. It has not been done here despite the fact that the cost of freight has been trebled since the war began. I may say that the increased price in European countries outside Russia and Finland is from $10 to $25 per machine.

The Royal has been reporting some of the largest export orders ever received by the factory.

In its own model typewriters the Imperial finds business in office aids and novelties keeping up. The Imperial factory is very busy on munitions of war and this sometimes handicaps their supply of machines. Still they are managing splendidly. After a cessation of publication lasting twelve months this company is re-issuing its house organ, "The Imperial News." Mr. Hidalgo Moya's clever little articles have recommenced in this, reminiscent as they are of Moya's great friend, the late lamented Elbert Hubbard. Col. Epson Downs will write from the front, Fra Asbestos from the monastery of the Barefaced Friars, while Mr. Infra Digger, the editor, and several other contributors will occasionally take a hand. I hear that owing to the difficulty of obtaining raw materials the production of the new lightweight Imperial has been held up for the time being. The London headquarters of the company have been removed to 260, High Holborn.

Taking a firm dealing largely in second-hand machines, Taylor's Typewriter Company, the report is that general business is found exceedingly good quite apart from Government orders. This firm is another one that is in want of good office appliances and office furniture for the European market.

Ernest Wilson, recently appointed London manager of the Visigraph Typewriter Company, is an old Remington worker. His connection with typewriters dates from the year 1877, when he came across with a Sholes and Glidden typewriter purchased at the Centennial Exposition at Philadelphia.

The ribbon and carbon business here is reported good by many of the important companies. Frank J. Allen, manager of the Columbia Ribbon and Carbon Manufacturing Company, in fact, declares that his company has beaten all previous records. He adds: Everything points to a continuance of this pleasing state of activity and I am happy to report that we are able to fill most of the demands upon us, and are making arrangements for 1916 which we hope will enable us to continue to satisfy our large clientele to their entire satisfaction. Personally I am particularly busy just now as I am shortly sailing for New York on a visit to our head office and factory, but hope to be back in London early in the New Year with even better facilities at my disposal to cope with our ever-increasing trade.

Looking around this branch of the trade generally, however, it is pretty clear that the shortage in anilines is probably responsible for the more than usual quantity of bad and indifferent typewriter ribbons now on the market. The leading typewriter companies, as well as the principal typewriter supplies concerns, have kept up the quality of their products in face of very great difficulties, but some of the "mushroom" firms have taken advantage of the crisis to foist on the public some very inferior stuff at "bargain" prices.

F. Paul Impey, of Morland and Impey, selling Kalamazoo goods here, reports that business has kept up well this fall and winter. The chief thing he is noticing is that there is increasing difficulty in obtaining raw material and labor, in both cases probably accounted for by labor difficulties owing to recruiting and the competition of munition work.

An interesting note about stamping machines comes from W. F. Freeman. The Multipost stamping machine is the only one that his company, the Merkham Trading, at present handles and he finds the volume of business quite equal to any time since the war and better generally than in peace days. This is not due to Government orders but to business on the civil side entirely. He continues: There are, in our opinion, several causes for this, first amongst which we would place the fact that the public is beginning to appreciate the Multipost as a labor

saver. In the second place, in common with all labor-saving appliances, we are now reaping the benefit of larger sales due to the necessity of employers' making up in this way for depleted staffs, due to the war. Also, other stampers have disappeared, or are gradually disappearing from the market. We think, too, that so many firms are making money so much faster, and easier, than they have ever done before, that they are not inclined to look at a pound or so as long as they did before spending it. We prophesy a good future for office labor and money-saving appliances.

Stationery firms continue to report exceedingly good business of late. Of course, a great number of them have been busily engaged on the Christmas and New Year trade, including the branches supplying Christmas cards and gift books, hanging calendars, etc. Sir Adolph Tuck, managing director of Raphael Tuck & Sons, Ltd., the biggest house in this particular line in the country, makes the following statement to me: In every department there are so many orders on hand that my staff is considerably taxed, in view of the shortage of the necessary labor, etc., to cope with them as expeditiously as is our usual custom. From everywhere in the trade come signs of a confident outlook for the coming season in the shape of repeat orders for Tuck's Christmas cards, postal cards, toy books, calendars, pictures and Zag Zaw puzzles that one can fairly safely anticipate the prospects of a very steady end of the year trade and one which should considerably pass the total of last year's business, which was on the whole satisfactory.

Following upon this, Sir Adolph sends me a remarkable selection of his firm's productions which show the wonderful way in which the entire business of German color printing has been got around. These cards cover altogether 3,000 designs, practically all in color, and, for the first time in the history of the trade, free from any German work. Foremost among the cards having direct reference to the national peril are the royal Christmas cards which the firm is permitted to reproduce for the use of the public. The king's card—"The Revenge"—pictures "a glorious chapter in Britain's history," the fight made by Drake's flagship under Sir Richard Grenville in August, 1591. The subject of the queen's card is "Queen Matilda Embroidering the Bayeaux Tapestry," and that of Queen Alexandra's is "Queen Margaret of Scotland Praying for the Victory of the Scottish Army." Like the king's, the Prince of Wales' card has a naval interest, but it is the interest of the present, showing as it does a warship "Guarding the Empire." Beautifully produced, these cards are assured of a cordial welcome. Among the firm's novelties likely to make a wide appeal is the silk-etched greeting, while the "Patriotic" series and the "Flemish Tapestry" series are certain to be in great demand.

Another house that has made a big attempt to replace German color printing in this connection is Gale and Polden. They have mainly specialized in children's books retailing at from 25 cents to 50 cents each. The list of artists and the work of the color printers are alike remarkable. They are frankly out to capture Germany's former trade in color work in this country and the goods they forward for my inspection are of a much higher artistic level than anything before seen in this country. To the merit of their Christmas cards the most convincing testimony is that Queen Mary last year commissioned Gale and Polden to produce her own personal card, and that she has repeated the order this year. As for the other publications of the firm, no one could want better examples of the fine color printing than their beautiful series of picture postal cards of famous ships and famous regiments, and their toy books illlustrated by such artists as John Hassall, J. Finnemore, Lawson Wood, Cecil Aldin and Ernest Aris. The series of colored books for children with types of soldiers and sailors will make a special appeal today.

I understand that the king and queen are not sending their cards to the soldiers this year, much as they desired to do so. It is realized that the despatch of some millions of cards all over the world would be an enormous extra burden on the heavily taxed post office, where, by the way, it has been found necessary to postpone any further enlistment until after Christmas. The despatch of cards was a simpler business last year, when most of our army was in France and Flanders. You hear at the shops that whatever else people are economizing on they are not likely to save money on Christmas cards, especially as in thousands of cases this year they will be substituted for presents. Some of the new cards contain a little scent sachet which can be used afterwards—a sort of half-way house to a present.

There will be a big run on patriotic cards showing beautiful youths in khaki bidding a sentimental farewell, polite pictures from the trenches, and so on. Instead of the old private Christmas greeting card there has now come in a great variety of what is called "auto-stationery"—sheets of note paper with a picture or a sentiment to be autographed by the sender. This is the first all-British Christmas card season, for the old stock of German-printed cards was long since used up.

Postal Scales and New Postal Rates in England.

[Consul Augustus E. Ingram, Bradford, England.]

Owing to the recent increase in the domestic rates of postage, a large demand for postal scales has sprung up in England, which local manufacturers cannot at present supply. American manufacturers might with advantage, therefore, send catalogues and price lists to wholesale hardware dealers and stationers throughout the country, and also to the American consulates. Scales preferably should not show, as is freqeuntly the case with American scales, the cost in cents on all classes of mail matter, as that information would only be misleading; the weight in ounces and pounds would be sufficient.

The inland postal rates, which apply to all correspondence posted within the United Kingdom and addressed to places in the United Kingdom (including the Isle of Man and the Channel Islands) were from November 1, 1915, fixed as follows: Letters—not exceeding 1 ounce in weight, 1d. (2 cents); exceeding 1 ounce but not exceeding 2 ounces in weight, 2d. (4 cents), for every additional 2 ounces or fraction of 2 ounces, ½d. (1 cent); books—not exceeding 2 ounces in weight, ½d. (1 cent), every additional 2 ounces or fraction of 2 ounces, ½d. (1 cent). No packet will be transmissible at the book rate of postage that exceeds 5 pounds in weight, 2 feet in length, 1 foot in width or depth.

The newspaper rate is as follows: For every copy not exceeding 6 ounces in weight, ½d. (1 cent), with a further ½d. for every additional 6 ounces or fraction of 6 ounces. No packet will be admissible at the newspaper rate of postage that exceeds 2 pounds in weight.

For samples the rates are as follows: Not exceeding 4 ounces, 1d. (2 cents); between 4 and 6 ounces, 1½d. (3 cents); between 6 and 8 ounces, 2d. (4 cents). No packet will be transmissible at this rate that exceeds 8 ounces in weight, 12 inches in length, 8 inches in width, or 4 inches in depth.

The following parcel rates are in force: Not exceeding 1 pound, 4d. (8 cents); not exceeding 2 pounds, 5d. (10 cents); not exceeding 3 pounds, 6d. (12 cents); not exceeding 5 pounds, 7d. (14 cents); not exceeding 7 pounds, 8d. (16 cents); not exceeding 8 pounds, 9d. (18 cents), not exceeding 9 pounds, 10d. (20 cents), not exceeding 10 pounds, 11d. (22 cents), not exceeding 11 pounds, 1s. (24 cents).

A Suggestive Cartoon.

Thomas J. Williams of Buenos Aires, Argentina, sends us a clipping from one of the local magazines containing a cartoon on business conditions. This cartoon shows the banks of the nation with deposits of $600,000,000 and the treasury with $305,000,000, represented as a table loaded with fine dishes filled with gold and money bags. Little Commerce is represented as a small and much abused dog with his head done up in a red bandage and a patch over one eye. Little Commerce says that he will have to be a vegetarian although the table is filled with abundance. The banks have all the money, but they are holding on to it. It is said to be very difficult to obtain money in Argentina at the present time.

SOUTH AMERICAN CONDITIONS

A Summary Exposition of Various Effects of the Present European War on South America and the Resultant Opportunities to American Manufacturers, with Sidelights on Central America. By William Moskowitz, of the Foreign Department of the Remington Typewriter Company.

IT WAS apparent to all familiar with the close commercial relations which have existed for such a long time between South America and the various European countries, in particular, England, Germany, and France, that the outbreak of hostilities would have a tremendous and far-reaching effect on that continent. That this has been for the most part disastrous is, unfortunately, only too true.

Among the immediate effects were: practical cessation of exports to Europe, disarrangement of credits, impossibility of negotiating drafts or bills except at ruinous rates of exchange, shutting down of many industries with resultant lack of employment, diminution of imports, and curtailment of expenditures of all kinds, especially by the various Governments, which up to that time had been largely dependent upon foreign capital.

As evidencing this state of affairs, Brazil, for instance, shortly before the declaration of war, attempted to float a heavy loan in Europe, but was unsuccessful. This failure aggravated the financial difficulties which developed as a result of the depression that swept over South America in 1913. The difficulties thus created were materially augmented by the heavy drop in the price of rubber in the north of Brazil and the depreciation in the price of coffee in the South. The wide-spread distress caused by this condition may be readily appreciated when it is borne in mind that coffee and rubber are the two most important commodities constituting about 80 per cent of the exports of Brazil. Brazilian exchange dropped to ruinous figures, failures became numerous, and the declaration of a moratorium was the only natural result.

On the West Coast, in Chile, the situation in another way became just as bad. The principal industry of this country is the production of nitrate, on the exports of which the prosperity of practically the whole country—and the Government as well—depends. To Germany and Belgium, two large buyers of nitrate, it was impossible to make shipments, and the difficulty of securing money or vessels reduce enormously the volume of exports of nitrate to other countries. The seriousness of the situation may be realized from the fact that in the year before the war, 1913, of the total volume of Chilean exports, namely $142,801,576, nitrate composed $111,454,397. The result was the closing down of many nitrate works, the declaration of a moratorium by the Government, and the usual unhappy consequences.

In the heart of South America, in Bolivia, whose prosperity depends principally upon the exportation of tin, the situation developed along practically similar lines. The curtailment of tin exports caused much suffering and financial distress, until there also a moratorium eventually had to be declared.

Argentina, whose government also had to declare a moratorium, suffered keenly; for, among other things, the retrenchment and withdrawal of European capital that had been flowing so freely into that country caused an immediately halt to be made in the development and construction work which had been going on so extensively. Thousands were thrown out of work. Banks tightened on their credits. Money became scarce, exchange soared. Even before the war Argentina had been in the midst of a severe economic depression. Last year was said to have been the worst, commercially, through which the country has ever passed. Failures amounting to more than one hundred and eighty million dollars were recorded.

Peru suffered severely, particularly in a financial way. Her principal products are minerals, sugar, rubber, cotton, and wool. Cotton of course she has been unable to move, and the rubber is being disposed of with comparative difficulty on account of the availability of the same commodity in the Far East. The greatest difficulty with the country is its lack of a solid economic foundation. Her early recovery from the present depressed state of affairs cannot be regarded with much optimism.

The situation in Uruguay, which was practically the same in Paraguay, according to official information at hand and letters received from friends there, was very bad. Many peole were unable to obtain employment and were on the verge of starvation. The severe depression which swept over Argentina was naturally felt to a considerable extent in both Uruguay and Paraguay.

As for Colombia, Venezuela, and the Guianas, known as the North Coast countries, conditions there were relatively very much the same as in the more southerly South American sections. The war, however, has not

affected them to as great an extent on account of their closer connection with the United States. Coffee is the chief product of the North Coast. Colombian coffee is usually of a high grade and good prices are obtained for it. As the chief product of the Guianas is sugar, their trade is assured of a certain degree of stability.

Such were some of the immediate effects of the European war on South America, due of course to the intimate and delicately adjusted commercial relations existing between the two continents. With the progress of the war, however, and with the realization of the fact that no early termination of hostilities could be expected, South America naturally turned to the only country of any consequence with which business could be transacted. Latin American houses began communicating more freely with this country and have sent, and are sending, representatives here to look over the field and endeavor to secure the supplies which formerly were invariably obtained abroad. In the meantime, South America has had an opportunity to recuperate from the first effects of the war, and reports now reaching this country from consular representatives and other sources in different points throughout South America lead to the conclusion that conditions in general have improved and are continuing to improve materially.

Thus a remarkable and anomalous situation presented itself; a situation not of our making yet of the greatest commercial advantage. By language, by close and continued commercial intercourse, by the establishment of dozens of branch banks with parent institutions in the principal cities of Europe, by branch houses, by numerous agencies dotting the whole continent, South America had become intimately bound up with Europe. To that continent had the majority of her exports been constantly going, and from there had the great bulk of her imports been coming. Yet here arose a situation where Latin America was virtually driven to come to the United States for her supplies.

Much Done by American Manufacturers.

What has the American manufacturer done, and what is he doing, to take advantage of this rare opportunity?

To the credit of the United States be it said, much has been done. The American manufacturer has not, as the saying goes, "let the grass grow under his feet."

One of the gratifying results was the establishment by the National City Bank of New York of direct branches: at Buenos Aires, Rio de Janeiro, Santos, Sao Paulo, and Montevideo, with correspondents at many other points. Prior to that time, it must be confessed with little pride, there had not been a single branch American bank in all South America. The success which the National City Bank announces it has had thus far with these branches is a glowing tribute to its enterprise and daring in this pioneer movement. The bank has also undertaken to prepare statements and reports about conditions and business in general in Latin America, which are all of inestimable value to our merchants. It also issues a monthly magazine in English called "The Americas," which contains a mass of first-hand important and useful data about Latin America.

The distinguished gathering of Latin Americans invited to Washington by the United States Government to discuss ways and means to develop and foster trade, adjust financial bases, and arrange for better and more rapid shipping facilities between the various ports of North and South America, has had gratifying results. The newspapers all over the United States have reported their proceedings and movements in detail. They recognize the importance of such gatherings to the ultimate commercial advantage of this country and, accordingly, are doing their share to help. The Department of Commerce has taken hold of the work and the opportunity with zeal and ability, sending out commercial attachés and special agents to the various South American centers, and otherwise helping the American manufacturers to develop a market for their goods. There is at present on file in Washington a mass of information covering almost any conceivable subject or commodity of interest to or use in Latin America, all of which is unquestionably of immense help to our merchants and manufacturers who contemplate entering that field. The monthly magazine printed by the United States Government at Washington under the auspices of the Union of American Republics, known as the "Bulletin of the Pan American Union," which is so ably edited by John Barrett, the director general, is a splendid issue rich in material of intense interest and practical help about Latin America. This bulletin is published in four languages: English, Spanish, Portuguese, and French.

In consequence of the wide publicity given to this subject and the obvious commercial advantages accruing, many American manufacturers who have hitherto never given much or any thought to the South American field are making a careful study of the situation and have already entered, or are preparing to enter, that field with an active campaign to secure a more equitable share of the business to be had in South America.

All sorts of finished products, textiles, machinery of every description, paper, coal, automobiles, perfumery, powder, almost everything conceivable, had been pouring into South America from Europe in one constant and undiminishing stream. Why should not the United States secure a generous share of this trade? To get it, however, it had to go after it—patiently and persistently—and in that respect the Europeans were more alive to the situation.

Without desiring to burden the reader to any extent with statistics which are, nevertheless, interesting and often conclusively effective, I give below a recapitulation of the total volume of merchandise of all descriptions exported by the United States, England, Germany, and France into South America for the years 1910 to 1913 inclusive, the latest figures available on file at the Department of Commerce, from whom these figures were obtained:

Exports to South America.

(Total volume in dollars.)

From—	1910.	1911.	1912.	1913.
United States	100,303,616	121,726,604	138,944,930	146,514,635
England	237,351,000	219,474,000	233,147,000	242,946,000
Germany*	118,380,000	138,600,000	153,243,000	157,993,000
France*	61,972,000	65,238,000	73,257,000	73,338,000

*European possessions in South America not included.

Studying these figures and considering the tremendously higher volume of European exports to South America, words become useless. Amazement also manifests itself—at the wonderful potentialities of that market. It behooves us, however, not to think with regret of the past, but, as the American colloquially says, "to get right on the job" for the future and to obtain a larger share of this great total—unknown, unfortunately, to so many of our merchants and manufacturers.

The European war has given the Americans a chance to divert from Europe an enormous volume of the trade which in the past had been hers. I make the prediction here that the United States figures shown in the foregoing table will not—during the next few years—show such variance with those of England.

For purposes of comparison and as showing the relatively high proportion of the volume of our exports to Central America, I give below the official figures showing exports by the same countries during the same period to this territory:

Exports to Central America.

(Total volume in dollars.)

From—	1910.	1911.	1912.	1913.
United States.....	32,152,137	33,620,880	39,803,685	40,163,487
England	6,540,000	9,656,000	8,695,000	8,440,000
Germany	2,607,000	3,744,000	3,718,000	3,939,000
France*	246,000	345,000	302,000	407,000

*Panama is not mentioned in the French official report.

When one considers that the area in square miles of all Central America is only equal to about one-half that of Brazil alone, the question naturally and immediately arises: Why cannot the United States obtain relatively the same proportion of trade in South America that statistics show is being obtained in Central America? The claim may be put forth that we are getting this business solely on account of our proximity to Central America. Perhaps so, but that does not by any means contradict the fact that the different South American countries are generally about as far from Europe as they are from this country, and with the opening of the Panama Canal the West Coast republics have been brought considerably closer to our ports. One of the most important reasons for this continued movement of traffic to Europe rests in the strong hold which the different European countries, particularly England, have on South America in consequence of their heavy investments throughout that territory. Most of the railroads in Argentina and in the other republics are financed by English money. European capital can be seen in almost every development of consequence. And it goes without saying that people, and governments as well, will make their purchases where they get their money. In fact, their arrangements are often such that they are compelled to do so even should their inclinations run in other channels. This, incidentally, brings up also the interesting question of investments of American capital in South America, of which so little has been done in the past. That the United States could easily obtain a much larger proportion of the trade of Latin America by heavier investments in the different enterprises of that field goes without saying.

Another reason lies in the superior shipping facilities so long enjoyed by Europe, particularly England and Germany. However, the constantly increasing number of bottoms going to Brazil, the River Plate, and other South American ports from New York and other points is placing the American manufacturer in a favorable position to prosecute an active campaign and to effect prompt delivery of merchandise.

For the year 1914 the total volume of exports to South America was $91,013,339; to Central America for the same period $36,781,434. Comparing and considering the area of both fields, the population, the demands and the necessities, the total volume of United States exports to South America should easily reach $200,000,000.

I do not propose in this short article to offer any detailed suggestions as to the methods to be pursued in getting any of the business. It may briefly be noted, however, that if American merchants are prepared to extend a reasonable line of credit (never to demand "cash with order") of say at least sixty days, or drawing against documents with two drafts, one-half at sight and the other half at sixty days' sight; to pack goods so as to insure their absolutely safe and sound arrival at destination; to comply in all respects with the instructions and orders of the buyer; to prepare advertising material in Spanish or Portuguese, as the case may be; to correspond in either of these languages where necessary; perhaps to send out intelligent and courteous traveling men, who know the people and the language; and to keep after the business patiently and persistently, overcoming initial discouragements or failures—there is no reason to doubt that in the not very distant future this country will be able to build up a Latin American trade which will be productive of mutual prosperity and which will, at the same time, weld the two continents more closely together in a bond of imperishable friendship, respect, and eternal peace.

ARGENTINE REPUBLIC

By W. Percy Bulmer, of the Compañia La Camona, Buenos Aires.

ARGENTINE has suffered from local depression since 1913. When the European war broke out conditions were extremely bad. On the declaration of war the first impression was that this country would become absolutely bankrupt, but after a few weeks conditions improved, as the farmers could sell their stock and cereals at good prices. Fortunately the last harvest has been good and present prospects are exceptionally good. The war has really been the salvation of this republic. With the exception of the farmers, however, hardly anybody is making money. Office appliances have suffered as much, if not more, than other industries.

A big percentage of typewriters were sold in ten monthly installments. One of the biggest American manufacturers who has his own branch in Buenos Aires and who has obtained a large percentage of the business, has until recently sold on installments, but he has lost so heavily in this way that he has now desisted from selling in this manner. We cut this business out two years ago. There is one good German typewriter on the market, which has been sold considerably, and which was also sold until recently on ten monthly installments. This is now sold only for cash.

The war and the local crisis have altered conditions and made it impossible to sell on credit with any assurance of collecting. The law does not protect the seller as soon as a machine is invoiced. Even though it is known that the buyer is a "crook" and has bought a machine to pawn it, paying only ten per cent on same, nothing can be done with him.

The National Cash Register Company is reported to have found it very hard recently to get over this difficulty. They have 99 per cent of the cash register business, and work with a splendid organization, but withal cannot protect their sales, and lose many machines on which only the first installments have been paid.

You may have heard from Americans down here that we have the best office appliances store in South America. In Buenos Aires we have a big floor space of 800 square meters given up to office appliances, with two large show windows overlooking the street in the heart of the city. In Rosario the second city of the Argentine republic, we have, we believe, the best store.

Whilst everybody, we among them, have suffered greatly during the last two years, we can safely say now that we are doing as much business as any of the older established houses. October was a record month with us for two years, in sales and in collections, and if it were not that we are experiencing difficulties in receiving some of

our merchandise, November would have been as good as October.

For some twelve months we had our bigger machinery such as Multigraph, Elliott-Fisher, Addressograph, etc., on hand and could not sell at any price. We are now doing comparatively well with these representations. We are also placing a big number of Royal typewriters, though the majority of our sales are to government departments and to the most important business houses, as the smaller merchant has no money to buy new typewriters and there are at present no new businesses being started.

There are several rebuilt typewriter concerns in business. It is alleged that some of these make their money by buying stolen machines and machines that have been bought on installment plan and on which only one installment has been paid.

Americans are apt to think that the Argentine is an "El Dorado"; that when a good line is placed on the United States market it should have as good a sale here as it has in New York. Americans should realize that our population is not one-twelfth that of the United States. Seventy per cent of our people are illiterate, and "Buenos Aires is Argentine" and "Argentine is Buenos Aires" from an office appliances standpoint. Ninety per cent of our business is done in Buenos Aires.

Outside of Buenos Aires there is no sale for machines such as: Multigraph, Elliott-Fisher, etc., and even typewriters and small Addressograph machines have a limited sale. We have sold a big number of Corona machines, but nearly all of them in Buenos Aires. Americans think that the Argentine republic should be divided up, and one section given to one agent and another to another agent.

Americans should not send their propaganda in English and tell their agents that the Argentines should learn their language IF THEY WANT to buy their goods. England has done this long enough and recently has awakened up to find her mistake.

W. Percy Bulmer, Buenos Aires.

Local conditions must be taken into account, unless one can monopolize the market. Credit must be given to agents, as even in cash transactions money is not collected for 30, 60 or even 90 days. Some government departments do not pay in less than six or twelve months.

American concerns should know that Buenos Aires is not in the United States, neither is it the capital of Brazil. Domestic postage on letters results in heavy fines.

We insist that all the factories we represent must register their trade marks. This is very important and should be done early. Care should be taken in shipping, to give the gross and net weight and contents of each and every case. Shipping documents should not be sent on the same boat as merchandise unless duplicates are sent by the following steamer, and preference should be given by factories to foreign shipments, owing to the time which elapses between order being placed and the time when goods arrive at destination.

Reliable credit reports cannot easily be obtained. R. J. Dun & Co., have a house in Buenos Aires and there are banks who will sometimes give fairly reliable information, but some information given by these concerns is far from accurate, as is demonstrated by the fact that the National City Bank who thought they were getting the very latest information on firms in this market, is reported to have lost somewhat heavily, having granted credit to some houses which during the last few months have gone bankrupt. The most reliable way to obtain information is to take it through two or three banks and other sources and discount each report.

The buying power of our market compares favorably with that of other South American cities. Buenos Aires buys probably twice as much as any other South American city. Money is, however, more judiciously spent. Six or eight years ago it was the simplest thing in the world to sell goods especially novelties. Now it is most difficult to introduce a new line unless a similar article has not been sold, and its utility is easily seen and price low.

The biggest trouble in selling office appliances is to get and keep good salesmen. The employés also are by no means proficient and one works under great disadvantages. The manager of a firm in addition to executive work very often has to do mental work which in the United States would be done by a junior clerk.

It is difficult to introduce new systems and more difficult still to get a client to apply them.

The missionary work required in introducing office appliances is enormous and the American manufacturer does not appreciate this. All he says is, that he wants results and expects his agent to change the Latin character and send along the orders very often together with the cash, instead of helping him. If he has a conscientious and intelligent agent let him put confidence in him and help him to introduce his articles. Let the manufacturer help the agent and stand back of him, and the agent when he knows that he is being properly treated will not only sell any article for what he makes out of it, but will have an interest in developing a big business for the factory he represents.

Railroad and government bonds are low. They will go up in course of time. Argentine bonds are good speculation at present. Watch them jump soon!

We predict a splendid future for the Argentine, though it is likely we shall suffer when the European war finishes. The Argentine government is in a bad way financially. If money could be raised in the United States to take the place of the hundreds of millions invested by Great Britain, the Argentine would continue to prosper.

The Argentine republic is one of the richest countries of the world for agriculture, stock raising, minerals, etc.

Freight rates are usually lower between Europe and the Argentine than from the United States, but on the other hand, Europe is a long way behind the United States in office appliances.

We cannot speak too well of the American manufacturers whom we represent. They have treated us splendidly. We sell their stuff faster than they expect us to, and they offer us more credit than we need.

We are convinced that in a few years' time all the factories we represent will find Buenos Aires to be one of the best foreign markets anywhere, in proportion to the population of the country.

SOME IMPRESSIONS OF CONDITIONS IN THE ARGENTINE

By Thomas J. Williams of Buenos Aires.

THE conditions brought about in the republic by the conflict in Europe have been written about and then rewritten about in the United States, therefore almost every reader understands what abnormal conditions have existed here since the outbreak of the war. This, of course, applies to almost all classes of business, but most especially does it apply to the office equipment business. You can readily appreciate why most business concerns, who have enjoyed almost uninterrupted prosperity for years, when the machinery of the business world is slowed down almost to a stop, caused by lack of fuel, first begin to figure on how to reduce expenses. These "cuts" have of course greatly affected the office equipment business. The government and railways have suffered a considerable reduction in their revenues, and naturally every saving that can be effected is not overlooked, and this again hits the office equipment business. The great number of failures since the war have also had their effect on this market, this effect being double, eliminating at once a possible purchaser of some office device, and at the same time placing on the market at auction prices the equipment in use by the unfortunate houses. While this particular effect is limited it is worthy of mention. Such conditions as have existed greatly reduce purchasing power, affecting almost every phase of the office equipment business.

During the last few months there has been some noticeable change in conditions, which have gradually improved in almost every line of business. This improvement is not phenomenal, but is very gradual, and today the business outlook is much brighter. Naturally there are many concerns, industries, etc., that have benefited directly and indirectly by the abnormal conditions, and while this benefit is quite a contrast to that observed in the United States, it has its effect for good on the market. With such crops as we are promised this season this improvement should increase. The writer has just returned from a trip through the country sections where he has inspected the crops personally and endeavored to determine from the conditions in the country the effect good crops will have on the market in general, if the harvest is as anticipated.

As an office appliance man I can't help but hold optimistic views for the coming year. I may mention that the statement of banks in this city shows deposits on October 1 of $18,000,000 gold and $1,400,000,000 paper. The gold in the Caja de Conversion and various legations abroad held for their account amounts to $305,000,000, against which there is issued $986,000,000 pesos paper. These figures have changed very little for the past eight months. There seems to be enough money in the banks and the treasury, but it is of little assistance to business while lying idle. The government, the railroads, and other big interests, while temporarily hard up in various departments, are in a very substantial condition. My observation has been that the fluctuation of conditions that has been experienced here has served as a good business lesson to the country in general, and most people are determined to think twice (many think as many as half dozen times) before making expenditures for anything, regardless of its utility, if they think they can do without it. In line with the improvement above mentioned it may be well to note that the first half of this year shows failures to the extent of $82,501,790, against $162,700,000 for the first half of 1914.

The European war has had a marked effect on credits, as can be easily understood, applying to general merchandise more than office devices, for the scarcity of money and the need of same at this time in Europe have curtailed greatly the activities of these countries which are now transacting business here, prohibiting them from granting the credits that were formerly the custom, and at the same time placing various other difficulties in the way of advancement. These conditions have their effect in return on the collections at this end as well as the credits. Collections generally speaking, in these parts, have been and are very bad, but are getting better by degrees.

The question as to the best method of securing credit information regarding concerns abroad has been given considerable study and this question has been asked the writer on numerous occasions. In this connection let me say that the distance between manufacturer and buyer is a great handicap in itself, and the customs and conditions surrounding the business are somewhat different. Unless one knows with whom he is doing business it is obvious that he must run a risk. The method of securing the desired information to determine the credit rating of the concern or individual differs from that resorted to in the States. There is located here a branch of the mercantile agency, furnishing reports as best they can on concerns, ets., also the National City Bank branch of this city has had collected and has on file credit reports on various concerns and is in a position to be of some assistance in this matter. But those of you with experience will realize the disadvantages as well as advantages of such methods. To every manufacturer of office devices, equipment, etc., my suggestion would be: Inasmuch as most of the devices of this class are manufactured in the States, to get together and organize some association or information bureau, or exchange bureau for the exchange of information regarding the trade, requesting and furnishing confidential reports, etc. Co-operation among the members of any class of business is for the good of the trade in general. To secure references in this country is not satisfactory, for time is a handicap, and it is almost impossible for any agency to be in a position to furnish the desired information fresh from files in the States. This is a problem that is rather hard to answer, one that will require different handling by one man and still different by another, therefore the above suggestion may not appear satisfactory to all concerned. This is a very important feature of the development of any foreign trade, for the reason that credit in business is essential and the proper facilities for the establishment of credit ratings is a vital part of the game.

Wrong American methods is a subject that has been extensively treated during the past several months by various writers. These wrong methods are plentiful enough, however they apply to young and inexperienced exporters, or would-be exporters, who in most cases are not of the office equipment family, presumably because the comparison with the other industries leaves the number in rather contrasting figures. From a study of these methods many criticisms could be justly made. Of course the most important should be mentioned first; therefore: The habit, as it seems, of most American concerns of demanding cash for goods when they are shipped. This means considerable inconvenience to the importer for very obvious reasons, remembering that mail service is approximately thirty days each way, that paying for goods when shipped from port means paying for them from thirty to sixty days before reaching port of destination, and then when the time required to get goods through the

custom house and unload from steamer is added to it, the period between payment for the goods and the receipt of them is still further extended. Even though a cash discount of the best nature is allowed, the cash against documents policy is still a drawback to the development of the business.

Most readers of this, being business men, can appreciate the factor of credit as applied to trade development or extension, regardless of the location, be it Arkansas or South America. It is very clear that a manufacturer cannot quote terms or offer co-operation to someone without the necessary information, and the hole in the system as it appears to many of extended experience lies in the lack of facilities in securing the necessary data, or the lack of ways and means for the closer relationship between buyer and seller. This is a feature in export trade of vital importance to all concerned, and it is to be hoped that before long some steps will be taken to offer a remedy.

A suggestion that will doubtless prove valuable to those without experience or with limited experience in export business, is to be thorough, live up to the American reputation of being thorough and systematic in all undertakings, and study the business to avoid making costly mistakes. Know how to figure export prices, how to pack and ship, etc.

From the viewpoint of an office equipment market this republic is without doubt the most important in South America. The amount of business transacted each year by this republic indicates its importance as compared with others. However, it is very difficult to say definitely how it will compare with other points in other parts of South America. From experience combined with much observation I am convinced that the extent of any market as applied to most office appliances depends largely on its handling and development, combined of course with the attitude of the buying public.

Office appliance manufacturers doing business here at present should see a gradual increase based on the improvement of conditions. In general, however, to expect very much will be to invite disappointment. Those manufacturers at present not in this market and desirous of entering, will do well to begin investigating and studying the market conditions, the manner of doing business and the proper way to do it. Don't overlook the market because it is not in its glory, and don't wait until you want to build your house before you lay your foundation. Remember also that the American reputation in the office equipment field is one to be proud of, and it is the duty of everyone concerned to do his part to sustain that reputation.

BRAZIL

A Review of Conditions in Central South America. By Charles H. Pratt of Rio de Janeiro.

ON THE outbreak of the European war, American commercial experts, with a shriek of glee, pointed to South America and cried: "Now we've got you!" or words to that effect. The newspapers of a year ago were full of this attitude.

After a few months, however, there came a gradual change. Some of the salesmen sent to South America were observant, and some of the writers at home were thoughtful. It came to be realized: (1) That while the war had curtailed South America's imports, it had also curtailed her exports, leaving her short of money with which to buy goods. (2) That some goods could still be obtained from European sources, others could be manufactured locally, and a good many could be gone without, at least temporarily.

South American merchants have had many more years' experience in importing than we have had in exporting, and from experience they have learned caution. At present they are ready to consider changing their source of supply and buying in the United States if it seems safe and advantageous for them to do so; but they are not unduly anxious to do this, and most certainly they do not regard it as their sole chance for salvation, as we were assuming that they would do. They have got to be "shown."

This vast export trade, then, which it took Germany and Belgium and Austria fifty years to build, is not to be handed to us on a spoon like a pre-digested breakfast food, with nothing for us to do but swallow the money. If we really want it, this is our opportunity to go after it as those countries did, systematically, persistently, building for the future, making some sacrifices, taking reasonable risks, and adapting our methods to the requirements of the market. If we are willing to do this, we can get our share of a very desirable trade. But if we merely count on necessity's forcing it into our hands, we shall not get much at present and after the war is over we shall lose whatever we have gained.

Brazil has suffered more through the war than most other countries of South America. Ninety per cent of her exports are coffee and rubber. Both of these products are now very low in price, in addition to which they are classed as contraband by the Allies, which limits their market. The situation is similar to that of cotton in the United States a year ago, except that Brazil has no wheat and war supplies with which to make up the loss. Government finances are also in bad shape, due to the extravagance of a former administration which retired a year ago, leaving many debts and no money. The present administration is good, but its necessary economies have thrown many government employés out of their jobs and stopped work on public improvements for the time being. But while the Government credit is poor, merchants are paying their bills promptly. The volume of business in most lines is less than half that of normal times, but there have been few failures, and it must be conceded that the business men of Brazil are doing remarkably well in their efforts to meet a situation of unprecedented difficulty.

Brazil exports and imports more goods than any other country in Latin America except Argentina. The area of Brazil is a little larger than that of the United States. The population is about twenty millions, of whom only four million know how to read and write. It follows that the possible buyers of office supplies are limited in number, and so widely separated that reaching them is slow and expensive. The principal cities, beginning at the north, are Pará, Pernambuco, Bahia, Rio de Janeiro, Santos, São Paulo, Curityba, and Porto Alegre. None of these has less than 50,000 inhabitants, and some have many more. In these towns and a few others of less

importance must be found the market for office appliances in Brazil. It is a journey of a month from Pará to Porto Alegre, costing about $200. If all these possible buyers were concentrated in one city, instead of being scattered over an area larger than that of the United States, selling them would be vastly easier and less expensive. But they are not; and the manufacturer seeking trade in Brazil must not expect that they will congregate at his bidding. The manufacturer or his representative must make the long journeys and spend the time necessary to get in touch with the buyers. That is one point to be remembered.

Wooden Office Furniture Made Locally.

Nearly all the office furniture used in Brazil is of local manufacture. The forests furnish a variety of fine woods, and the furniture is well designed and carefully finished. It is made by hand, one piece at a time, and is very expensive, but the duty of about 100 per cent on imported furniture makes competition diffcult. Chairs pay a lower rate of duty, and large quantities of them have been imported from Austria. There should be a field here for our chair manufacturers. We can compete in office furniture also in the northern states of Brazil, such as Pernambuco, Maranhão and Pará, owing to the fact that but few of the furniture factories are located in that part of the country.

Perhaps the best opening in connection with furniture would be for an American manufacturer to start a furniture factory in Rio de Janeiro or São Paulo, equipped with American machinery, operated by American methods, and utilizing the beautiful woods of which Brazil has such tempting abundance.

Steel filing equipment is imported to some extent, but the duty is almost prohibitive and the demand has still to be created.

Typewriters and Adding Machines.

The leading manufacturers of typewriters and adding machines are well represented in Brazil, and all seem to be doing business, although less now than in normal times. Some thousands of typewriters are in use, but as each machine writes on the average only four or five letters per day, the sale of supplies is small in proportion to the number of machines.

Charles H. Pratt, Rio de Janeiro.

Stationery Goods.

American writing paper, envelopes and paper for all kinds of printing should be sold in Brazil much more largely than at present. This is true also of writing and printing inks. These goods used to come from Germany and Belgium. At present England is making a strong effort to capture this business. Italy and France are getting a little, and Sweden is shipping news stock and other low grade printing paper. Surely the time for us to strike is now. It will be difficult for our manufacturers to secure and hold this trade permanently, however, without a resident agent or manager. Such a man can study local conditions, keep in touch with the trade and take advantage of opportunities when they arise. To carry a stock of goods, even if only a small stock, is equally essential.

Pencils, pens, rulers (in centimetres), erasers and a hundred other stationers' sundries are being sold in Brazil just as in all other civilized countries. All of these are imported, and there seems no reason why we should not have our share of this business if we want it badly enough to make a real effort to get it.

The Question of Credit.

The suggestion of granting credit to anybody outside the United States inspires in many manufacturers a kind of blind terror. Really, there is nothing complicated about this question of credit, nor unreasonable, nor dangerous. The average buyer in Brazil does not require longer credit than do buyers in the United States—say sixty days after the arrival of the goods at his seaport. This just about gives him time to get the goods through the customs and into his warehouse; it does not give him time to sell them, and cannot be regarded as an unreasonable or excessive credit. The exporter must wait sixty days for his money, plus the time required for the goods to reach destination and for the remittance to come back by mail. It is the legitimate function of the exporter to grant this credit or make arrangements to have it granted.

A recent advertisement in a Brazilian newspaper, "Buy American made goods; they can be recognized by the inscription, 'Made in U. S. A.,'" called forth from a local importer the comment: "They can be recognized even more easily by the stipulation, 'Cash with Order.'"

This is probably too sweeping an accusation, but it is true that some of our manufacturers still blithely demand cash with order from responsible foreign houses—not realizing, perhaps, what it means. For the Brazilian buyer to send cash with his order would mean that he could not hope to have the goods in his possession until four months after he had paid for them, if the manufacturer made immediate shipment, which there is no assurance would be the case. Would you expect your customer in Iowa to pay for the goods four months before delivery? Then why expect it from the customer in Brazil? If Brazilian importers had sufficient idle capital to enable them to finance manufacturers in this opulent fashion, they would probably drop the importing business and begin to endow libraries.

It seems to me axiomatic that it is the business of the seller to deliver his merchandise to the buyer, and it is the business of the buyer to pay only on receipt of the merchandise. If the seller is on the opposite side of the earth, of if he has insufficient capital, it is for him to find the remedy and not expect the buyer to find it for him. Otherwise he is not likely to sell much outside his own neighborhood. It would doubtless be pleasant for a manufacturer to receive a steady stream of money in advance from the four corners of the earth and follow his own sweet pleasure in filling orders; but in legitimate trade such a condition never has existed and never will exist on this earth.

The matter of safety in foreign credits is a separate consideration, and should receive the same care which is exercised in granting credits in the United States. R. G. Dun & Co. have a branch in Rio de Janeiro, Bradstreet's Commercial Agency have an agent there, and the National City Bank of New York has branches in Rio de Janeiro, São Paulo and Santos. Any of these institutions, through their New York officers or to your representative on the ground, can furnish information as to the standing of almost every reputable firm in Brazil.

If you wish to sell to a house in that country, get a report on them first. Then give them a reasonable amount of credit if the information justifies it. Do not sell to new customers on open account. If the terms are sixty days, ship the goods with a sixty day draft attached

to the bill of lading. Your customer, after accepting such a draft, must pay it when due or utterly destroy his credit with local banks and business houses. In this respect it is safer than a sight draft. It is as safe as a promissory note.

For the past ten years I have been selling typewriters, cash registers and other goods in Brazil on long time, to the extent of some hundreds of thousands of dollars yearly, and I have found Brazilian merchants as worthy of credit as those in the United States. I have heard of cases in which Brazilians failed to meet their obligations, but the most of these were merchants to whom goods had been shipped without adequate information as to their responsibility. There have been cases also in which American shippers defrauded their Brazilian customers by failing to carry out their agreements as to quality of goods, method of packing or time of shipment. It must be remembered that your Brazilian customer accepts the draft before he sees the goods. He cannot examine the goods without the bill of lading, and he cannot obtain the bill of lading until he has accepted the draft. Then if the goods are found to be not according to specifications, he has no recourse. He must trust entirely to the manufacturer's honesty. But if treated unfairly he is not likely to order again.

People viewing Window Display in store of Charles H. Pratt. Rio de Janeiro, Brazil.

Best Way to Sell Goods.

The best way to sell goods in South America is to send a man there. The man should be a gentleman. I place this as the first requirement. South Americans are courteous and they expect to be treated with courtesy.

The language of Brazil is Portuguese. Most Brazilians also understand some French and Spanish, and the man who goes there should speak one of these three languages. I place this requirement second. It is usually more important, in my opinion, than an intimate technical knowledge of the goods.

The man should also possess tact, adaptability, patience, and enthusiasm, and such business judgment as will enable him to decide questions for himself and select good local agents. Traveling in Brazil is slow and expensive, but it is not particularly unhealthy or disagreeable. Several of the cities and their surroundings are among the most beautiful in the world.

Catalogs, booklets and circulars printed in the United States in the Portuguese language can be distributed to good advantage in Brazil. A number of good Portuguese translators are available in the United States. Probably the Brazilian Consul General, 17 State street, New York, could give the names of several. Advertising matter for circulation in Brazil should not be in Spanish.

It is to be hoped that Office Appliances and other trade journals will continue to impress manufacturers with the danger of allowing "war orders" to divert our attention from legitimate trade opportunities. "War orders," however alluring, are temporary. The permanent prosperity of our country can come only through building a permanent export trade with South America and other parts of the world. If we are to secure this trade and hold it after the war is over, it must be founded on mutual understanding and reasonable credits, and must be developed through satisfactory service to foreign buyers as well as satisfactory values in merchandise.

Trade does not follow the flag. Trade follows investments and men. When more of our broad-minded business men visit Brazil and more of our capital is invested in the development of that country's wonderful resources, we shall find ourselves in more intimate contact with all its affairs, and a larger share of its business will inevitably come our way.

CHILE

Brief Comment on Commercial Opportunities on the Western Coast, and Some Hints About Packing. By Edw. E. Muecke, Iquique, Chile.

"WHILE the war is going on in Europe it is probable that there will be more imports of American goods at this port. The market will be small, however, until after the resumption of business in Europe.

"I enclose slip that I send with my orders so that American exporters may see that sending merchandise to foreign countries must be handled in a different manner than goods intended to go from town to town in America. Stencil marks are usually all over the boxes, but serve as an advertisement for the factory and are generally burnt into the wood, while the important parts, or name, numbers, and destination, are as a rule marked with an inferior ink and so small that on arrival they are completely obliterated. This is a thing that does not happen with goods from Europe. No advertising, or at least very little, is used, but the names, numbers, and destination are properly marked and stand all sorts of handling. This is a point that American exporters should take up seriously and thus avoid a lot of trouble.

Edward E. Muecke, Iquique, Chile.

"Packing is not understood in America as it is in Europe, and every merchant on the west coast will agree that

the American packing of goods is the very worst in the whole world. I have had a small stamping machine, not weighing six ounces, sent in a separate box, and this had to pay ocean freight, consular invoice, and in fact go through the usual shipping method as if the case weighed twenty tons."

In his letters to American houses Mr. Muecke encloses the following suggestions to United States exporters:

"Attention is called to the defective way of marking goods for export to South America. The stencil marks are so small that on arrival at destination they are illegible. Number, name, and destination should have letters 2½ or 3 inches high (European method).

"When several very small cases are collected, the shippers should have these packed into one or more large boxes.

"By carrying out these suggestions, a lot of delay and loss will be avoided."

COLOMBIA

American Prices Must Be Reduced By Pombo Hermanos, Cartagena.

"As a result of the European war business in general has suffered depression and in particular the financial situation presents a number of difficulties. Conditions, however, seem to be improving somewhat.

"Regarding the development of the business of the United States with these republics, it is necessary that your prices be much lower, as are European prices, particularly in the field of office utilities. We are now under the necessity of begging at New York for paper, envelopes, etc., and encountering excessively increased prices."

AUSTRALIA

A Word from Melbourne—By Percy F. Guthridge.

THE Australian office supply trade has had rather a trying time during the past eighteen months. The cost of furnishing and equipping expeditionary forces over 100,000 strong, the loss of the labor of the men constituting those forces, and the whole community's truly magnificent response to the many appeals for relief—not only for own, but for the stricken of all our Allies—would have been a serious drain on our resources even in times of prosperity. When we keep in mind that these burdens came right on top of the worst drought that we have experienced since Australia was first settled, the point of wonder is, not that there has been some slight falling off, but that the volume of business has been so well sustained.

In the sale of typewriters, computing machines, filing devices, the higher-priced duplicators, and office furniture generally, there has been a decrease. For this decrease we should probably hold the drought, with its resulting failure of harvest and wool clip and loss of live stock, responsible, rather than the war. In carbon paper and typewriter ribbons, on the other hand, there has been an increased demand. This, I believe, is, to some extent, due to buyers stocking up beyond their immediate requirements, so as to provide against the threatened shortage in these lines. Taking the typewriter and stationery trades as a whole, however, during the past twelve months the difficulties we have had to contend with have been more in the getting of supplies forward than in the selling of what we had. American deliveries have improved considerably within the last few months, but British shipments are still much behind time.

Prior to the outbreak of the war we had three sources of supply of typewriters—America, Britain and Germany. The German supply has, of course, been absolutely cut off, and the British and American manufacturer ought to benefit. Germany also furnished part of our carbon and ribbon supplies—principally in the cheaper grades—and the American manufacturer now has an opportunity of securing a share of this trade. In stencil waxes and duplicating inks, the American has been largely cut out of this market by the British manufacturer, who undoubtedly gives better value. If there are really good lines of American wax and ink at competitive prices they are unknown in Australia, and this is a point that should be worth the American manufacturer's attention. There ought to be no reason why he cannot turn out as good a wax as the British manufacturer, and at as low a price. In carbon papers the advantage is, on the whole, in favor of the American manufacturer, and he would hold a greater share of the trade than he does were it not for the British manufacturers' superior methods of doing business. Where the American manufacturer loses ground is in not extending the same credit as other manufacturers do. By all means let him be cautious, but he would gain much by giving credit to firms whose credit is good. The credit and standing of any Australian merchant is readily ascertainable through any trade protection agency. This attitude of suspicion is resented by the Australian merchant and it loses the American manufacturer many orders. It is a suspicion that begets suspicion. The British manufacturer does not want you to pay him before you get the goods. The inference is that he is going to send you goods worth the money. The American gets your dollar first and he does not care what he sends you. This is an opinion one meets with repeatedly, and I regret to have to say that it is not without foundation. There are American manufactures who will not send goods up to sample, who will not maintain quality; there is the man who systematically supplies an inferior article, who will sacrifice the prospects of years of profitable and legitimate trade for the sake of a few illegimate dollars in his pocket today. I must not be taken as putting all American manufacturers in this category. I personally do business with American manufacturers who are as straightforward and honorable gentlemen as I have ever had dealings with; still there is no question that in the mind of the Australian merchant the American standard of commercial morality does not rank nearly so high as the British standard. I think that the granting of credit where the same can be done without risk would go a long way towards removing the feeling of distrust which now exists.

So far credit and collections have not been affected by

the war so much as was anticipated. There is certainly a tightness of money among the agricultural and pastoral communities, on account of the drought, and the banks are carrying more than they do in normal seasons, but failures have been few. The prospects for this season are exceedingly good. It is practically certain now that Victoria, New South Wales, and South Australia will have the most bountiful harvest they have ever experienced, and the tone all round is optimistic.

P. F. Guthridge, Australia.

Some Mistakes of American Manufacturers.

Many American manufacturers make the mistake of asking for too mcuh in giving sole agencies for their lines in Australia. They make the agencies conditional on outputs which cannot possibly be maintained. Australia looms large on the map, but as yet her population does not exceed five millions, and a large proportion of that population is engaged in pastoral and agricultural pursuits. Australia is a country of great natural wealth—her greatest want is population. Her distance from the overcrowded centers of the old world has stood in the way of her receiving the population she desired. The tide of immigration had just set in anew, and was steadily increasing in volume, when the war checked its flow. But the flow will come again, until eventually there will be no checking it even if we so desire. This is a land of immense possibilities, and there is probably no market in the world more worth while cultivating. But that is the point to be remembered, that this is a time largely of cultivating and sowing—the harvest is in the future. Not that Australian business is not well worth going after for the present profits to be derived therefrom, but the profits derived now are but small criterion of what there should be in the future, and the manufacturer who has his goods, his name, his reputation established on this market now, is likely to fare well.

The Australian market is a difficult one to handle on account of the long distances between the centers of population and the high cost of traveling. The Victorian market is worked from Melbourne, New South Wales from Sydney, South Australia from Adelaide, and West Australia from Perth. All the railway systems of those states radiate from the capital cities. Queensland is differently situated. There we have a succession of cities at intervals up the coast, each supplying its own back country and each the center of its own railway system. There is no through connecting railway from north to south. Brisbane, the capital, is the largest port, but Maryborough, Rockhampton, Townsville and Cairns also handle a fair amount of trade. Tasmania is worked from two centers—Hobart in the south and Launceston in the north. In many lines, however, it does not pay a manufacturer to establish separate agencies in each of the states, and we find Queensland largely worked from Sydney, while South Australia, West Australia and Tasmania are worked from Melbourne. Melbourne is the city with the largest buying capacity, and where one center of distribution is decided on it is the most suitable on account of its geographical position. It is midway between Sydney and Adelaide, and midway between Queensland and West Australia, while Tasmania is within a day's sailing. Victoria is the most thickly populated state in the commonwealth, and, in addition to being the port for this state, Melbourne is also the natural outlet for the rich Riverina district of New South Wales.

The American manufacturer has difficulties to contend with, and some of these are not likely to become lighter. On goods such as filing cabinets, desks and office furniture generally, which are manufactured within the commonwealth, the customs tariff is very high, and as freights on such bulky goods are heavy the prospects are that the imported article is going to have a hard fight to hold its own with the Australian made. On other lines, which are not made within the commonwealth, there is, in most cases, a preferential tariff in favor of the British-made article. For instance, typewriters of British manufacture come in free, while there is a ten per cent duty on the American. On typewriter ribbons the duties are 25 per cent on British and 30 per cent on American. At the present time there are other disadvantages, some of which are only temporary. There is the fall in the rate of exchange, which, within the last few months has at times been more than 5 per cent—that is, the Australian merchant's £ (pound), which is worth 20 shillings in London, is not worth 19 shillings in New York, and he is naturally going to the market where his pound buys 20 shillings' worth of goods. Freights on account of the shortage of tonnage are high from all ports, but some American freights are so outrageously high as to raise a suspicion of juggling on the part of the forwarding agents.

British goods of every kind are in demand in Australia at present. There is the natural desire to help the motherland in our merchandising, as well as in the bearing of arms. For the moment America is not altogether in favor here. She is quite probably much misunderstood, but there is the feeling that her attitude is not all that it might be in the present crisis; there is the thought that she is more solicitous for her dollars than she is for the lives of her citizens. Another point of objection is that there is still a quantity of German-made goods finding its way into the commonwealth, and a fair proportion of this is coming by way of America. It is hard to understand such a short-sighted policy. Here is America's opportunity to cut the German absolutely out of the market, and instead of doing that she is keeping the market warm for the German until he is able to step in and take it over again.

There is no question that America can supply much merchandise that Australia formerly imported from Germany and Austria, and the American manufacturer has now a great opportunity. But he must recognize it not as an opportunity to make a passing profit out of another's necessity, but an opportunity to secure a growing and profitable trade that will be his for all time.

AUSTRALIA

An Australian on "Errors Committed by American Manufacturers." By H. G. Lewis of A. MacDougall & Co., Melbourne.

AS IT is now about ten years since Mr. W. R. Fox of the Fox Typewriter Company recommended your magazine to me, and since when I have been a subscriber of "Office Appliances," I feel that I must comply with your many requests, and contribute a short article along the lines named in your last letter to me.

In dealing with the subject—"The Errors Committed by American Manufacturers"—I might say that during the past five years our American friends have been alive to most of their failings, and have made an earnest endeavor to remedy them. Some few years ago it was quite the usual thing to receive correspondence stamped with insufficient postage, but now this applies only to a small percentage.

Australians do not relish paying short postage plus fines, so make it a rule to refuse their acceptance, and, in consequence, the letters are now returned to the sender or maybe remain at the dead letter office.

There are many firms of exporters in the United States who employ up-to-date systems for sending out follow-up letters, but with few exceptions all overlook the fact that Australia is some few weeks' journey away, and that it takes about two months before they can possibly receive a reply to their correspondence. It thus happens that the follow-up systems which apply to towns in the United States cannot be considered applicable to towns in Australia. For instance, an American concern has been known to sell an article to an Australian firm, the same to be paid for by the recipient as soon as the invoice detailing the charge is supplied, but instead of allowing sufficient time to elapse the recipient was deluged with follow-up letters demanding payment. As an American letter for Australia sometimes takes a month to arrive at its destination, it often happens that after the recipient of the goods has remitted payment to America he receives two months of "follow-up" letters demanding payment.

These facts also apply to some of the monthly magazines. American follow-up systems, as applied to countries other than their own, generally speaking, err in the above-named direction. This is to say the least is bad business.

It is difficult to understand why American advertisers do not always price their goods. The insertion of the prices of the articles advertised in the various magazines would afford the "trade" a better means of judging of the merits of the goods, for, after all, the price is the most important factor. Under this heading I would strongly recommend that American concerns, when discussing prices with Australian firms, should speak in terms of British currency.

Besides the above two distinctly "American" methods, I will add still another which could be advantageously abolished, and that is the "cash-with-order" system when applied to shipments of goods exceeding twenty dollars in value.

Were American manufacturers to adopt the system of collecting against shipping documents it would have the effect of very considerably increasing business between the two countries.

Goods shipped in this way could then be paid for by the Australian house directly the shipping document and sight draft have been received by the local bank. The seller would be fully protected, and the buyer would know by seeing the invoice at the bank that the goods were on the way.

The writer has had the experience on several occasions of sending money away for goods, but never receiving any acknowledgment. In some instances the American concern to which the money was posted has been of the mushroom order. The suggestion I have mentioned would go a long way towards creating confidence in the American manufacturer.

War's Effect on Trade.

This article would be incomplete were I to omit all reference to the effect of the war on trade in general.

Since the outbreak of the war business in office appliances dropped very considerably, particularly during the first three months, but since then it has been slowly, but surely, improving. It cannot be said that the war wholly affected business in this way, for it is generally considered that the big drought Australia has just passed through was the principal factor; however, the abundant rains which we have just had promise that the forthcoming harvest will be a "record." Australia is a rich country and a good harvest will quickly eradicate all traces of the drought.

The enlisting of so many young men in the imperial army naturally has made a great drain on the typists and clerks, and, in consequence, has reduced the sale of office requisites. Should the war continue it is anticipated that our volunteer army will have its numbers swelled to anything from 300,000 upwards.

Australia, with the rest of the British empire, is settling down to the task of marshaling all her resources of men, munitions and finance, but it is realized that with an empire including over one-fourth of the world's population this is a task that may take over the three years estimated by Lord Kitchener, the British secretary of war.

In consequence of the war practically all the lines obtained from Germany are now being obtained from England, and I believe a portion also comes from the United States.

Should, however, it be considered advisable to introduce conscription throughout the British empire, the numbers raised would exceed that of any army in the world, and, in consequence, would have a more marked effect on business in office appliances than hitherto. However, it is to be hoped that voluntary enlistments will be sufficient, for, like the American, the Britisher believes in individual choice of action—nevertheless conscription will be adopted should such be proved necessary.

Some Personal Reminiscences.

In reply to your queries concerning myself I wish to say that it is some thirteen years since I first commenced in the typewriting business. I joined the Rem-Sho agency in Sydney (New South Wales) in 1902, which concern shortly afterwards took up the handling of the Underwood. It was here that I commenced as a mechanic and a few years later joined the Fox typewriter agency as chief mechanic. On the advent of the visible model I was sent to Brisbane to establish a branch office, and shortly afterwards I purchased the business.

In 1907 I opened a branch in Melbourne, with the idea

of handling the Fox typewriter, but in 1908 I joined the Smith Premier office as manager, disposing of both the Brisbane and the Melbourne businesses.

Since 1908 the Smith Premier has been rapidly forging ahead.

The Smith Premier typewriter is handled under the name of A. Macdougall & Co., branches of which company are located in all the capitals of the various states, the head office being in Sydney, N. S. W.

Quite a number of changes have taken place in the typewriting business during the past ten years and as a result a very large proportion of the business is divided up amongst four large concerns, viz.: The Smith Premier agency, the Remington, the Underwood, and the Monarch, branches of each agency being established in all the state capitals.

CONDITIONS IN THE AUSTRALIAN "BACK COUNTRY"

By A. C. Kitchler, Sydney, N. S. W.

SEVERAL writers to Office Appliances have dealt with trade conditions in our industry as they apply to Sydney and Melbourne (the two big metropolitan cities), where, of course, the conditions are different from those in the back country where I am going to take my readers, and on which all big cities live. Personally the writer is a native of Cincinnati, but on my travels in Australia and New Zealand for trade, covering over 250 towns in all the states of the commonwealth and New Zealand, I quote conditions as I find them in "the bush." I may here state that Australia is becoming more Americanized every day, and I have even seen a store advertise the "notion counter" instead of the old English "haberdashery counter." I merely quote this one item to show how conditions are changing to Americanisms. As for a well-equipped office in the country towns, this is very hard to find (of course, there are exceptions), and it is wonderful to me how some of the business is carried on, with an office in the state of muddle, as I can truthfully say seventy-five per cent are. It is a very common thing to find an office furnished as follows:

Kitchen table, for desk, value about $2.50.

Kerosene case, to sit on, value nil.

Old packing case, on which the typewriter is placed.

And strange as it may seem these same people are doing good business and making money. It is only that they do not yet realize the need of office equipment. They are keen on improvements, and new ideas, but back in their minds in buying American office equipment is the thought: Can we always secure duplicates and spares? Many lines are ruined after introduction owing to neglect of caring for the demand for duplicates, etc. And, of course, as a result the American manufacturer comes in for a bad name generally. I received a letter today from an American loose leaf manufacturing company in which they state they will not place their goods on this market until the prospective agent agrees to install all the machinery and duplicates necessary, so as to make a good and proper foundation. And I may say, if other makers had done the same in the past, they would have had better results.

The opportunity for placing office equipment in the country towns is great, and I have recently seen several check protectors in use, so that indicates progress. I have seen not more than five drop typewriter desks in use in the country towns in all my travels, and about the same number of adding machines in use. Mind you, I am not speaking of Sydney or Melbourne, and where an adding machine is installed in a town inland, it is a wonder, and not for nine days, either. In fact, the office equipment field in the country towns of Australia is practically virgin, and only awaits the energy to get out and introduce equipment on the proper footings to make good headway. Loose leaf ledgers are getting into use more and more, also card indexes, and the old pot and well is giving away to the carbon process after a hard struggle.

Albert C. Kitchler, Sydney, N. S. W.

The Japanese are now out good and strong for some of the trade in our industry, and I can say to the American manufacturer that he had better be up and doing with his foreign markets or he will find that trade has gone into another channel, from which it will be hard to change the course. Mind you, Japan is only starting on office equipment, but the thin edge of the wedge is seen in Australia already.

Effect of the War Upon Office Appliance Business.

Of course, while this war is on, many firms that were building, or intending to do so, have held off, until this great crisis is past. And this, of course, has affected sales in new equipment which would otherwise have taken place. Then again, in the past season Australia has experienced one of the worst droughts in history, and the total failure of all crops, coupled with the war, has not made conditions very good. But the coming harvest being now assured, and the crop a record one, it will make business generally much brighter. Then, again, Australia has equipped and has in training about 150,000 troops that are ready and are in active service, and the recruiting necessary to keep up the supply of men amounts to about 9,000 per month, and, of course, trade feels the loss of these producers. The shortage of labor also affects our industry. The various business colleges are introducing a very rapid course for fitting out young ladies for office work to take the place of the men who are in the field. One of the oldest and most conservative banks in Australia has introduced female labor, and, more wonderful still, placed typewriters in use in the country towns, so a little progress has been made in that direction. (Only one bank institution in the past has used typewriters throughout its branches.)

Effect of War on Credits and Collections.

The bad season just gone through has made it necessary for the merchants to carry larger credits than usual, as retailers in turn have had to tide the farmers and producers over their troubles, and for a time it affected business, but happily this is past now, and credits are normal. Taking it right through, credit and collections in Australia are very good.

Wrong American Methods.

I must say the American merchant does not even yet fully understand foreign business dealings, except in a few cases. The Australian merchant will not deal with jobbing houses if he can help it; he wants to deal with the manufacturer or not at all. The American merchant in almost every case asks for payment in the United States prior to shipment (there are exceptions), and will not send goods on various dated drafts so as to compensate for loss of time in goods reaching here, which takes anywhere from 90 to 130 days after shipment from America. But I have found that it is best to let the American manufacturer find out the wrong conditions himself, and if he is at all interested in his foreign markets he will do so. One great American curse we have to contend with is **short postage,** but thanks to the publicity given to this matter by Office Appliances it is now not so bad as it used to be.

How an American Company May Obtain Reliable Credit Ratings of Houses Abroad.

The average Australian merchant will have nothing to do whatever with trade protection agencies, and he will not state his standing to any of them if he can help it. One of the largest trade protection agencies in the United States has had offices in Australia for many years in the metropolitan cities. But their headway has not been so great in securing information as in the United States.

(NOTE: There is an apparent disagreement here between Mr. Kitchler's statement and that of Mr. P. F. Guthridge, but the difference is probably more apparent than real, since commercial agencies in Australia, as elsewhere, no doubt, have means of ascertaining the financial responsibility of business houses, and are not necessarily dependent upon the replies to direct inquiries.)

The reason for this condition of affairs is that the big Australian banks have branches in almost every town and hamlet (a condition of chain banks not known in America), with the result the man here can do business with his own bankers in every part of Australasia. And, if it is necessary to find out how he stands, it is little trouble for him to refer you to the proper source. Mind you, bankers in Australia do not encourage one to use them as a reference—in fact, they object to it. And, therefore, this method is not used to any extent. Taking it right through, the Australian merchant is a very honest man to do business with, but for American firms to secure credit ratings has always been a hard problem so far as Australia is concerned. The 2 per cent discount usually allowed by American houses for cash with order, is not of much use in bringing forth the cash. English firms, in most cases, allow 5 per cent for the same business. Let one or two American houses try this on and see how little credit will be asked for at this end.

Suggestions and Criticisms.

In mailing catalogs, do not enclose a lot of useless matter. We pay twelve cents a pound duty on printed matter at this end.

Take better care in the prompt sending of invoices. Always state on the invoice and sign statement to the effect that the goods are produced in the United States. This will save the merchant at this end a lot of bother sometimes when dealing with the customs. In the past this was not so necessary, as most lines of office equipment were free of duty. But now the Australian customs have placed a duty on every article of American manufacture, in our business amounting to from 10 per cent to 35 per cent ad valorem. The declaration on all invoices as to country of origin is now necessary.

In New Zealand recently a law was passed putting a surtax above ordinary duties of 50 per cent on goods manufactured in countries now at war with the Allies, and the authorities are empowered to increase this surtax to 100 per cent.

American merchants in placing agencies have the idea that Australia and New Zealand are one country, which, of course, is not so, for the duties in New Zealand are altogether different from those in Australia. And it is best before placing an agency for Australasia (meaning Australia, New Zealand and the islands under their control) to see that representation will be general in both countries.

In conclusion I can say that the office equipment field in Australia awaits the manufacturer who is ready to take hold of the vast opportunities which are offered.

WAR CONDITIONS AND AUSTRALIAN TRADE

By Sydney Stott, of Stott & Underwood,
Sydney, N. S. W.

I HAVE delayed sending you, until the last moment, the information asked for, owing to the possibility of changes in conditions at any time. At the present moment, the condition of the office appliances business in Australia is very good taking everything into consideration. While certainly not as prosperous as before the war, it has reached, and for the past few months has maintained, a steady level. The effect of the war on the typewriter business has been to cause many people to use their machines for a longer period, having them repaired instead of exchanged, consequently there have been fewer trade-ins.

Credits have not been curtailed to any appreciable extent and collections, while slow in some instances, have been very satisfactory. The Australian banks are in an unusually strong position, and if they had made special arrangements to meet the war situation, could hardly have been better prepared. The 1913-14 season was the most productive in the history of Austrlia, and this accounted for a very heavy accumulation of money in the form of deposits. The financial position has therefore been particularly sound.

Australia is a country of practically the same area as the United States, but with only five million inhabitants. An indication of the wealth of the country is shown by the fact that a sum equal to $22,450,000 has been raised by voluntary subscription to various patriotic funds in connection with the war. An Australian army of one hundred thousand men has already departed on foreign service, and is being added to very rapidly. The rate of pay for privates is 6/— per day. Twenty-five per cent of the salesmen and mechanics in our firm have enlisted and it is

naturally becoming increasingly difficult to replace them.

There is at the present time a very strong patriotic movement in favor of British goods, and advantage in the shape of a preferential tariff is given to goods manufactured in England. This may prove somewhat of a handicap to American manufacturers, as Australian buyers of American goods have not only to pay the extra duty but also a high rate of exchange, the pound sterling having depreciated from $4.80 to as low as $4.55. These two items, the last being only temporary, however, coupled with the fact that English manufacturers are more liberal in the matter of credits, must be appreciated by Americans wishing to do business here. To obtain the best results, they should negotiate direct with dealers who, if not prepared to pay cash in New York, can arrange to buy through a New York commission house on a 2½ per cent buying basis. It is just at this point, however, that manufacturers should be careful not to make any mistake. The commission house should be treated as a buyer only, and not as an agent. The temptation otherwise is for the commission house holding the agency to farm it out to a foreign dealer at possibly extravagant rates. This method will handicap the foreign dealer to the extent of the heavy commission charges he has to pay, and, more important still, he is debarred from the full co-operation of the manufacturer by the introduction of an intermediary with the result that the best possible returns are not obtained from the field. Fortunately manufacturers are waking up to the possibilities of export business and there seems to be a genuine desire fo understand conditions ruling in foreign countries. At one time it was considered that one of the chief drawbacks to American goods was the faulty method of packing, but from my observation it would be hard to find better packing methods than are used by such a concern as the Underwood Typewriter Company, whose machines come cupported on springs in their cases, while the packing methods of the Edison-Dick Company, Corona Typewriter Company, A. P. Little, Elliott Addressing Machine Company, and the Multigraph Company, with whom I come particularly in contact, could not be improved upon.

Sydney Stott, Jr., Stott & Underwood, Sydney, Australia.

American manufacturers sending representatives to Australia should choose men of a type similar to those they would send to England. As an example we have at the present time in Australia Mr. Thomas Pinkey of the Edison-Dick Company, whose enthusiasm and genial manner endear him to all with whom he comes in contact. A representative of an American house in this country may obtain reliable credit information from Messrs. R. G. Dun & Company, who have branches in the capital cities, or from the banks, all of whom have correspondents in the United States, and information could be transmitted through them to the home office. A reference to the following figures will give an indication as to the relative purchasing power of each State in the Commonwealth:

State.	Imports 1913.	Imports 1914.
New South Wales	£32,350,663	£31,714,919
Queensland	6,714,942	7,004,024
South Australia	7,348,203	6,114,918
Tasmania	1,025,081	1,016,590
Victoria	24,387,073	23,109,678
Western Australia	5,407,714	4,727,251
Northern Territory	20,977	24,784
Total	£79,749,653	£73,945,664

AUSTRIA-HUNGARY

A Word About War Conditions and a Few Suggestions as to Post-bellum Prospects. By Otokar Cihák, Vienna.

IT GIVES me pleasure to fulfill your wish and give you my observations regarding the office equipment industry in Austria-Hungary.

Typewriters.

The stocks of machines which local branches of American typewriter factories still had on hand at the beginning of the war have been exhausted and now only typewriters of German origin are being handled. Inasmuch as German manufacturers are now also producing good machines and even some which are very highly perfected and in conformity with continental standards, it will behoove American manufacturers after the war to adapt themselves more to German conditions. Many German manufacturers have from the beginning sold their machines through district representatives at the same fixed price in every province, so that an American manufacturer's representative who spends most of his time in Vienna found it difficult last year to interest provincial dealers in his machines in that, on the strength of the predominance and service of the American machine, he offered it to provincial dealers at a much higher price than did the German manufacturers dealing directly. In this respect American manufacturers will have to adapt their methods to those of others—that is, those American manufacturers who maintain no branches here in Austria or elsewhere on the continent. It is also my opinion that after the war such a branch located in London will be out of the question for Austrian dealers.

In case the manufacturers of a new American typewriter endeavor to organize in Europe after the war, I am at their disposal to aid by counsel and service, for I have had many years' experience and am well acquainted with the dealers. The best results will always be attained by him who can make prompt and constant deliveries of machines with every desired keyboard and of perfect adjustment.

So far as **Credit** is concerned, this war has given rise to some special instances of limited credit, but, on the other hand, credit is still being extended to those who are worthy of it, and it is only to the weaker concerns,

financially, to whom deliveries are made on a spot cash basis.

The market itself is noteworthily a good one, for fortunately the high military authorities who formerly could be induced to provide themselves with typewriters only after considerable argument now buy readily, for that which was formerly written by hand is today typewritten or duplicated upon machines. The market to other customers is, of course, somewhat restricted now, but there is a stronger movement among rebuilt machines. This much, however, is certain, that after the war there will be a wide market for typewriters, for the war has taught us here, too, to comprehend more thoroughly that time is money, a proverb the import of which was hitherto rarely grasped here, so that some Austrian officials whose tendency was to save work have found that such a time-saving machine also forces one to think more and produce more.

Calculating Machines.

In this line business is at a standstill. The single local calculating machine factory is not very busy, and so far as the manufacture of calculating machines is concerned only repair work is done. The plant is now principally occupied in the manufacture of munitions.

Ribbons and Carbons.

In this class of goods there is a fairly active business in Austria-Hungary. Shipments from America have been almost entirely cut off, and before the war several factories had equipped themselves to manufacture both ribbons and carbons and are now fairly busy. Prices have declined sharply and soon it will not pay American manufacturers to send this class of goods to this country, particularly since what was said above of typewriters holds true also for ribbons and carbons.

Otokar Cihák, Vienna, Austria.

Dealers who formerly were glad to keep assorted stocks are now no longer willing to do so in view of the fact that local manufacturers and German manufacturers give them fairly quick service and consequently make it unnecessary to keep large stocks. Many local and German manufacturers have established stock rooms right here so that they can deliver at once in any quantity or grade desired. This is a great advantage to the dealer, for he can get the desired goods immediately at any time, buying them only as he requires goods, and on the other hand he does not need to tie up capital in a large stock and have on hand old, dried up ribbons, etc. Austrian and German industry have adapted their products to the local market, for in this country a great deal of wet copying is still done and less by means of carbon paper—the opposite of American practice. In this respect German and Austrian copying ribbons are superior, for they are more thoroughly inked and produce better copies than ribbons which have dried out in the stock room of an agent for an American line.

Other Lines Quiet.

The trade in other office equipment, office furniture, etc., is very slack now. There are practically no dealers offering these lines for sale. Most of them are on the battlefields. The buying public does not spend money on anything which is not absolutely necessary and prefers rather to await the coming of better times. In one respect present conditions are advantageous for our field, for only the substantial houses in the trade will survive the crisis, while those who do not rest on a solid basis will be eliminated.

After the war I shall gladly be at the disposal of American manufacturers in our field to undertake reorganizations as an agent on a commission basis and not only for Austria-Hungary but also for Switzerland, Germany, the Scandinavian countries, Russia and the Balkans, with the certainty of good results if the manufacturers in question will meet the desires of European dealers and accommodate themselevs to a greater extent to German methods, for after the war the field will be more difficult for Americans because German manufacturers on account of the war have already received a great impetus through the fact that imports from the United States are now practically impossible. Just today I heard from the local representative of an American carbon paper manufacturer that four shipments of carbons to him had already been damaged in transit, which is doubly unpleasant for the dealer not only because he does not receive the goods but also because he pays "cash with order" and must wait for his money until extended negotiations have been carried through after the war.

Mr. Cihák Adds Some Supplementary Views.

It is evident that America—through her faulty neutrality in that she has delivered war munitions to the Entente in large quantities as well as other war materials—has harmed herself greatly in Germany and Austria so far as future trade relationships are concerned. For many years a war will be waged on American machines and other American goods which we have hitherto so gladly imported from America. Another respect in which America has lost prestige with us is in allowing English control of her exports.

We here know exactly which factories in our field are turning out war munitions and other war materials for our enemies, and after the war these firms will endeavor in vain to close new business. In Berlin a short time ago I heard that the Industrialists' Association, that is, the organization of manufacturers and leaders of industry, have made a solemn vow among themselves that for ten years they will not buy or use any of certain makes of American machines, but will buy German machinery exclusively.

In the offices of our governmental officials American typewriters, including the otherwise beloved Underwood, seem to have been dispensed with, and I am of the opinion much will be accomplished as a result of what the Central Powers have learned through the war. Undertakings will be instituted anew to achieve economic self-sufficiency and independence of foreign imports. The Central Powers, however, will gain a new field for export in the Balkans and eventually in countries further south which have until now been domains of the English. But even Russia will not be able to do without German imports, and if America then wishes to sell in that country as well as to us and to the Balkans she will have to adapt her methods to those of the Germans in order to be able to compete with them.

The successful management of export trade is easily accomplished in spite of the handicap of distance if the manufacturers in the field will employ as an intermediary one who is acquainted with dealer connections and other

trade relationships, and who will capably organize such connections. It is also self-evident that American importers will have to extend exactly the same terms of payment as do the Germans and either grant a credit of three months from receipt of invoice or deliver to the dealer against deposit in his bank, but in no case to demand "cash with order."

In the typewriter industry in Germany three new typewriters have been brought out and on the return of peace will be put upon the market. They are The "Kappel," manufactured by the Maschinenfabrik Kappel, A.-G., Chemnitz-Kappel, Saxony; the "Excelsior," manufactured by the Excelsior Fahrradwerke, A.-G., Brandenburg-on-the-Harz; and the "A. E. G.," manufactured by the Allgemeine Elektricitäts Gesellschaft, Berlin. And in this country the "Puch," manufactured by the Puchwerke, A.-G., in Graz, is also ready for delivery. The sale of the A. E. G. will be conducted on a very large scale and by truly new methods. The manufacturers of the A. E. G. are perfecting an organization for selling their machine directly to the user through agents on commission. For two years before the war the firm sold at a low price in this manner the Mignon typewriter, a machine which has a typewheel instead of typebars, and in the two years placed directly with users about 80,000 machines without selling through the dealer at all. The same method will be followed after the war in selling the company's new larger machine of the front stroke typebar type and at a price far below that usually demanded. The new machine will sell for 300 marks (about $72) to the user. In view of the fact that the Allgemeine Elektricitäts Gesellschaft has a world-wide reputation and such connections that its plan is bound to carry, its efforts in this case should not be underrated. One should rather alter his plans accordingly and initiate new sales methods for disposing of his machines either through his own trained men or through the provincial dealer directly and not, as hitherto, through a general representative.

DENMARK

Some of the Small Mistakes That Loom Large in the Aggregate. By Chr. A. Hansen, Copenhagen.

THE refreshingly open way in which you refer to the letters of complaint received from agents in various parts of the world evokes my unstinted admiration, and I could almost find it in my heart to enter the lists on your behalf, so as to protect you from the assaults of your numerous critics of the business methods adopted by you in relation to foreign countries, where the ways of doing things as they obtain in the U. S. A. are not always appreciated.

But as I know that you have invited me to express my views because you want to know where the weak points are in order to rectify them I feel emboldened to conduct the attack and will here touch upon the points which I feel require attention, seen from the standpoint of a trader in Denmark.

I will preface my remarks by pointing out a fact which might easily be overlooked, namely, that Denmark is but a small country and consequently not in position to place large orders for such articles as typewriters and general office supplies. But "many a mickle makes a muckle," and a satisfactory business can be looked for, especially if small faults, which are easily remedied, receive the necessary attention.

Chr. A. Hansen, Copenhagen, Denmark

1. Shipping conditions should be f. o. b. New York, and in most cases leaving the question of freight and insurance to be dealt with by the customer.

2. Then as to the very important matter of packing or "boxing," especially in the case of machines. Here the instructions of the customer should be scrupulously adhered to, as the manner in which the goods are packed has an important bearing on the question of duties, which are increased unnecessarily and to no purpose if the regulations laid down in the customs tariff are not complied with. This is a point which on no account should be overlooked, as non-observance causes not only annoyance but considerable financial loss to the person who has to clear the goods through the customs.

3. Postage. A small item in comparison with the above is the insufficiency of postage on letters, etc., which causes unnecessary friction and annoyance and should be obviated.

4. Credit ratings should in many cases undergo alteration. Whilst every precaution should be taken to insure getting payment for one's goods, and avoiding greater risk than is invariably associated with commercial transactions on the whole (merchants and shippers not being "in the city for their health"), to draw the line too hard and fast is a mistaken policy which does not, I think, require elaborate demonstration. To require cash for goods before they leave New York is a very short-sighted policy, adopted by many American firms, and to make their terms cash against documents, Copenhagen, is not much better, especially when one bears in mind that the chief competitors, the Germans, know to the full how to "nurse" their customers and give them many concessions as to payment, etc., which result in large orders being placed. If, after the war, America is to compete with our neighbor, she must abandon her stiff, unbending attitude in this matter of credit ratings, making allowances for unavoidable delays in transport, clearing at the customs, etc., through nonfulfillment of the regulations, etc. If a firm is worthy of credit at all, it seems to me that it cannot make such a lot of difference whether terms are, for instance, 60 days or 90, that is to the shipper of the goods, whilst it may make all the difference to the man on this side who has to "face the music" of de-

lays and disappointments. By such drastic methods the buyer is forced into the arms of the Germans, who whisper in his ear that the terms of payment shall be arranged to suit him if only he will place his order. We must adopt some of the Teutonic "pliability," as it cannot be denied that the Germans, as a trading nation, have learned to see with the eyes of their prospective customers. It is all very well for the shipper to dispatch the goods from New York, say at 30 days, and then feel that "the subsequent proceedings interest him no more." On the contrary, interests should be regarded as mutual, more often than is the case, unfortunately. This one-sided policy can only be enforced where there is no possibility of obtaining goods from any other source, but where there is competition "it is all Lombard street to a china orange" that the "pliable," adaptable trader will "get" there, whilst the other fellow will "get left."

And finally as to the way in which articles are finished off and the general question of appearance, there would seem to be room for improvement, especially in such things as, for instance, base boards for typewriters. It is not simply a question of utility only, but the general effect produced on the artistic sense by the general appearance of the article should receive due consideration. Anything of a rough, "back-woodsy" character should be strenuously avoided, and in the making of such simple articles as the above mentioned a "finished" appearance will help to sell the goods "on sight," and thus lighten the labors of the salesman, who knows only too well by experience that the selling of an article which runs into money is by no means a walk-over at times. A well finished article is like a "well-groomed" man. He has the entrée.

5. Correspondence. As the Danes are excellent linguists, correspondence can be carried on in English, and prices quoted in American currency.

EGYPT

Northern Africa a Growing Field for Office Devices. By "Dixi," Alexandria.

TO FURNISH an accurate report of the actual conditions of the office appliances business is not an easy task as long as the present great war continues.

In general, it must be said business is rather dull in Egypt, the only profitable transactions being the supply of provisions and similar necessities to the military located in this country temporarily. This business is in the hands of a few importers, but a considerable number of military tailors ond outfitters, chemists, tobacco shops, taverns, bars, grocers, fruit dealers, etc., never before these days dreamed of such good times, full of legal and perhaps less legitimate gains. The British soldier is an easy-going, generous fellow; money to him is not of the same sterling value, worth getting and still more worth keeping, as it is to the Levantines and the Latins who form the immense majority of traders of Egypt and the Soudan. The genuine Egyptian, the Arab, about 11,000,000 in number, is, with the exception of an infinitesimal minority, the peasant, the land-worker, a hard laboring, patient, good-tempered and good-natured, frugal individual, usually poor. Next to him comes the legion of government officials and a restricted number of Egyptian big land owners. The bulk of the wealth of Egypt and the Soudan is in the hands of the Levantines, called "Europeans" here. It is principally in the hands of the Greeks, of whom there are about 100,000 in this country; then the Syrians, about 80,000; Italians, 40,000; Armenians, 10,000, a few thousand French and as many of other nationalities. The most respectable community is presented by the English, who constitute the higher placed and highest government officials and a selected circle of wholesale merchants and bank managers.

Egypt has not yet become an important buyer and user of office appliances. The number of typewriters yearly imported and sold in Egypt and the Soudan—including those purchased by the government—was 300 to 350 for the last few years. At present much typewriting is done in the offices of the military administrations. The machines, however, all of American origin, have been brought over from England with a large supply of ribbons, to the great sorrow of our local dealers. Stationers sell a lot of writing paper, ink, pens, pencils, illustrated post cards, stamps for collectors, etc., to the soldiers, and as the stock of these articles is limited and becomes more and more so every day, prices have gone up a good deal.

Aside from the principal banks and other commercial houses there are hundreds and hundreds of business men in Egypt who do not find it easy or are unwilling to spend $125, American money (twenty-five Egyptian pounds), which is the price of a "standard" typewriter here, the more so as this amount is much more difficult to get in Egypt than in the United States or in England and other European countries. This is one of the principal reasons why typewriters are not more in use in this country. A front stroke, two shift machine, with right and left hand shift keys for the capitals and figures and thirty-two keys, one dead key included, printing ninety-six characters or

English, French, German, Dutch, Italian.

	q	w	e	r	t	y	u	i	o	p	é	
Shift Figures	Q	W	E	R	T	Y	U	I	O	P	ç	Shift Figures.
	1	2	3	4	5	6	7	8	9	0	/	
	a	s	d	f	g	h	j	k	l	m	è	
Shift Capitals.	A	S	D	F	G	H	J	K	L	M	ù	Shift Capitals
	%	§	:	$	#	=	+	×	£	*	@	
	x	c	v	b	n	z	'	à	ò			
	X	C	V	B	N	Z	(	)	,			←Dead Key
	-	"	!	?	_	.	&	°	;			

The sign " for the ü ö ä printing with the minuscules.

Length of keyboard is eleven inches, frame included.

signs, a modern machine of good make not weighing more than fifteen pounds that could be sold for $50 to $60 American money—such a machine would find a ready market in Egypt, and more and more so from year to year. English, French and Italian are the principal languages commercially used in Egypt. Ninety-six characters are indispensable for the easy writing of the two last named languages with their accented vowels.

Office furniture of wood, such as desks, sectional filing cabinets, sectional bookcases, formerly imported from the United States, are gradually being supplanted by those of English make, which are said to be of better finish and

better quality of wood, more promptly delivered and lower in price.

Steel furniture, sections and card index cases of American make were and are still to some extent purchased by the different government administrations, as are duplicators and calculating machines. A few of the latter are in use in the offices of the principal banks here in Alexandria, in Cairo and in Kartoum (Soudan). Quite a number of employés registering machines are operated in the biggest shops.

If, as everybody here thinks and believes, the English coalition is going to emerge successfully from the present war, the sale of German manufactured goods will be shut out from Egypt for twenty years and probably even longer. German typewriters, which during recent years tried to get a footing in this country—the best makes of them with many signs of ultimate success—will have to share the fate of everything else "Made in Germany."

American typewriters and many of the more expensive office appliances, wooden furniture excepted, will, after this great war, alone enjoy all the good will of the Egyptian buyer, but for a short time only, for England certainly will double and triple her efforts in every branch of human activity; her mechanical production, too, will surpass all calculations. "British made" will be the watchword and will dominate in England and her colonies, and British typewriters will take first place under the British flag.

THE SOUDAN

By W. Jude, Manager, The Soudan Stationery & Book Store, Khartoum.

THERE is a limited demand for office appliances in this country at present, there being very few well-equipped offices besides the Government departments, yet it is hoped that this line will come more and more into use with the gradual growth of the country.

The chief difficulty about dealing in American goods here lies in the fact that American firms only send their goods C. O. D. or cash against documents with no credit whatever even to well-established firms and old clients.

A merchant in Khartoum does not know when his goods may arrive, as it sometimes takes a consignment of goods three months, more or less, to reach this end. This makes it difficult for him to make any big order especially, because he may not have in bank a sufficient amount of cash to meet his urgent payments and necessary expenses.

On the other hand, American goods are new to the market and most of the men in charge of the different existing offices are not in favor of these goods, so that a dealer has to make his best efforts before he can dispose of his American goods.

In this respect, I beg to call your attention to the following points:

(1) Steps should be taken to prevent the delay of goods.

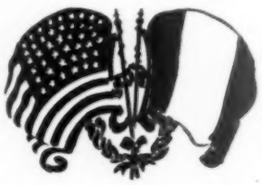
(2) Credit to be extended to well-known firms of good standing.

(3) The present high rate of exchange should be reduced to a minimum before any important business can be carried on.

If these remarks are given due consideration by American firms with the knowledge that firms in Europe give every satisfaction and do their best to facilitate trade with manufacturers abroad, opening credits to customers and helping them in every possible way to build up their business, there will, no doubt, be a better understanding leading to better business and consequently to more profit.

FRANCE

American Opportunities in the French Republic. By Charles H. Mower, Director, Oliver Typewriter Co., Paris, France.



IN REPLY to your letter of August 18, asking me to write you about European conditions, with a view of assisting my countrymen in the development of their businesses in Europe, I may say that the subject is a very broad one, upon which a book could be written rather than a letter.

However, in the small compass a letter allows I will endeavor to give you the benefit of some thirty years' business experience in Europe, which period has been spent in furthering the interests of several large American manufacturing companies.

In answer to your first two questions: (1) Present condition of trade in the office equipment industry of France; (2) effect of the war upon the office appliances business—I would say that, in France, the war has brought pretty nearly every class of business to a standstill, the ones that are furnishing the government with munitions of war and the material to make them being the chief exceptions.

As of course you know, the manhood of the country has been mobilized and is now engaged in the terrible struggle with the enemy. I think it must be difficult for Americans really to appreciate what this means. Perhaps the best way to bring this home is to have you in America imagine what would happen to the business interests of our country if all the men between 18 and 45, no matter what their position, were called up to the army and the navy at twenty-four hours' notice.

Oply men of advanced years and those unfit for military duty on account of ill-health are left to continue the business affairs of the nation. Many of them are men who have retired, and who no longer play an active part in professional or commercial life. All the most active, including not only business men but also members of all the different professions, such as lawyers, doctors, engineers, etc., are working in some capacity or other in connection with the armed forces of the country.

Under these circumstances, all factories have had to close entirely, or continue work with a very limited staff, owing to the lack of workmen, and, as I have already stated above, almost the only industries that are in full

swing are those which are manufacturing munitions of war. Even these are under the control of the military authorities and to all intents and purposes form a unit of the republic's fighting strength.

There can, of course, be little or no change in the above conditions until the war has ceased, when the male population of the country will be relieved of its military obligations and will be free to resume its normal life.

As regards the effect of the war on "credit and collections," the declaration of a moratorium in France, made at the commencement of the war, still holds and no one is obliged to pay his debts. What little business there is to be done is being conducted almost entirely on a cash basis, and the payment of all debts is postponed until after the war, unless the debtor chooses to pay, in which case interest is saved.

As regards your questions, "Wrong American methods—what they are and how they retard the development of international business relations," this cannot be replied to in a few words.

It is well known in Europe that, generally speaking, America has not played an important part in European trade except with her natural products, such as cotton, wheat, meat, copper, petroleum products, etc. There are, of course, exceptions, such as large machinery manufacturing concerns, which have established themselves abroad and which still continue to import American machinery and other manufactured goods. In many cases these companies have built manufacturing plants in Europe; for example, the International Harvester Company and the American Radiator Company, both of which have established works in different European countries to meet the demand of their clients, after having gone through the experience of trying to import all their products from America.

The large electrical companies, such as the Westinghouse Company and the Western Electric Company, have also established extensive works in Europe and have practically become European firms.

The reason for this procedure is not far to seek. These companies have been forced to manufacture abroad in order to hold and increase their trade in the face of foreign competition. I may say, that, broadly speaking, it has not been possible up to the present for American manufacturers to meet foreign competition, especially German, by importing American manufactured goods, the reason being largely a question of the price of labor. How, then, can American home manufacturers overcome this difficulty?

But for this European war that is a question which, to my mind, would have been unsolvable, excepting in some specialties such as typewriters, where the American manufacturers are able to hold the market by reason of their great output and by their cleverness in factory organization. It is even questionable whether the few specialties that have remained to the American manufacturers would not have been ousted in time from the European market by the enterprise and business ability of our friends or enemies, as the case may be, the Germans.

Certainly the Germans were, before the war, in a fair way of capturing not only European markets, but the markets of the world in nearly all branches of trade. With their defeat—which I regard as certain—in the present European war, the most formidable competitor of America will be, at least, gravely crippled for some time to come. It seems to me that the problem before the American manufacturer at the present time is: How to take advantage of the circumstances as they will exist after the war.

I do not think that he can do better than to copy, in a large measure, the example that has been set him by the enterprising Teuton. During my commercial experience in Europe, which, as I stated at the beginning of my letter, extends over a period of thirty years, I have been the witness of the most remarkable advance that has ever been made in foreign trade by a single country in the time. Thirty years ago the Germans were hardly known as commercial competitors in the world's markets. Before the war they were not only supplying their increased home demands, but were also filling orders for their manufactured products not only in European countries, but also in South America, Africa and throughout the east.

How, then, have they been able to do this? The answer of this question will be the answer to your question as to "Wrong American methods."

Between the years 1898 and 1903 I was located in Berlin and was able to see with my own eyes the enormous development which had begun during the few preceding years, and which kept on increasing up to the outbreak of the war.

In the first place, the Germans decided to make a systematic and careful study of what their competitors were doing. They sent representatives to different countries and especially to the United States, where they were welcomed with the whole hearted hospitality usually extended by Americans to their foreign guests. They inspected closely our factories and methods, securing information which would enable them to place themselves in a position to compete with us. Not only that, but they secured the services of many bright American men to enable them to start their works in Germany on the latest and most up-to-date principles. The men who were thus secured were employed for a certain period, and then given their congé, to be replaced by less expensive home production. Thus equipped to manufacture their goods at the least possible cost and helped in every possible way by their government, by trade societies and journals, the Germans invaded all the foreign markets of the world with their enterprising salesmen.

On the financial side they were assisted by their banks to such an extent that they were able to give long credits even in countries like Russia, where it is almost impossible to do any business at all otherwise than on credit.

This system has enabled them practically to dominate the foreign trade of Russia. The Russian minister of foreign affairs published a statement at the beginning of the war showing that Russia ordered yearly over 60,000,000 pounds sterling worth of German products. In fact, it is not too much to say that with the exception of the textile machinery, in which the English were particularly strong, the Germans killed nearly all other foreign competition in Russia. German concerns or their representatives were to be found all over Russia; indeed, they had such a grip upon the foreign trade of that country that German became the foreign commercial language, and it was thus not even necessary for them to learn Russian in order to do business. In other countries, such as France, the Balkans, Italy, Spain and even old England, their enterprising representatives learned the language of the particular country in which they were, got up catalogues in this language and otherwise pushed their business with such skill and perseverance that they were fast becoming the rulers of trade conditions in almost every part of Europe, and "made in Germany" became a by word descriptive of almost every article of trade.

Again, one has only to remember the comparatively small amount of shipping that Germany controlled thirty years ago to realize what enormous strides she has made in her foreign trade. Before the war her ships were to be found on every sea and in every commercial port. She became a very strong competitor even of England, who,

previously, had owned the bulk of the shipping of the world.

I would ask my friends in the United States what would be the result as to America's foreign trade if Germany won this war? With the British fleet out of the way, she would step into England's position on the sea and virtually be able, for some time at least, to dictate her commercial policy to the countries she had conquered and also to the countries of the western hemisphere.

If this were to take place, it would be useless for me to attempt to give you any tips which would be of the slightest use in regard to America's trade abroad. However, under the circumstances as I see them, there is certainly a chance for America to enter the foreign market. In order to do it, however, she will have to adopt part of the German program which is worthy copying.

I will put the items of it as follows:

1. A careful study of foreign conditions by representatives on the spot.
2. The filling of orders to meet those conditions, whether they coincide with American practice or not.
3. The development of American banking facilities in the different foreign countries.
4. The accepting of any reasonable European terms of payment from firms of sound financial standing.
5. The issuing of catalogues in the different languages of European countries, together with such particulars as regards freight, duty, etc., as would enable the buyer to know what the cost of the goods are, delivered in his district.
6. The increasing and strengthening of our consular services, both at home and abroad, to render every possible assistance to American foreign trade.
7. The establishing of trade societies in America, which will assist in organizing combinations of individual firms for the purpose of pushing foreign trade.
8. The building up of an American mercantile marine, also of an American navy, of sufficient power adequately to protect the country itself as well as its interests abroad.

The rule which a large number of American manufacturers have followed in the past of making prices f. o. b. New York is absolutely fatal to the creation of a large foreign business. They cannot, like this, expect to get a fair share of the business in other countries against competitors who are willing to give reasonable credits to sound financial concerns and who are willing to quote prices for goods delivered to their customers' doors instead of, as in the case of the American firms, at some port in America. It is just as easy to find out firms of sound financial standing in Europe as it is in America and by methods well known to every business man. Commercial risks are no greater, if as great, in nearly all the European countries (Russia excepted) as in America.

Americans will certainly lose the greatest opportunity they have ever had in the history of the world if they do not bestir themselves after this war is ended and adopt methods which will enable them to secure their share of the world's trade. I may say that, in general, it is American business methods that are at fault rather than American products. There is no reason why American products should not receive a warm welcome abroad provided they compete in price and acceptable business terms are made to buyers. We should not be content to allow any nation, however, to get a mortgage on our carrying trade. American goods should be carried in American bottoms the world over, and our shipping laws should be modified so as to put our shippers in a position to compete with those of the other nations.

In closing I will only add a few words of counsel.

I would advise my countrymen to use every effort and influence possible with their political representatives in America to the end that Americans when abroad may secure from their government the same protection that is offered to the Englishman or the Frenchman or the German by his government. This is very important, as if clever American business men decide to give up their lives to pushing American products in foreign lands, they certainly want to feel that they have strong government support behind them. No such policy as has been pursued in Mexico under the Bryan régime will enable American manufacturers to secure an able staff of representatives. Such representatives want to feel that they will be protected by the government of the United States, of which country they are citizens. In this connection I was told by an army officer who had spent some time in Mexico that the impression the Mexicans had of Americans was that they could treat them in any old way they pleased, saying that the Americans "could not be made to fight." Such a reputation is absolutely fatal to the prestige of Americans abroad, and I cannot too strongly impress on my countrymen the importance of insisting that, whichever party is in power at Washington, every American abroad with an American passport in his pocket must be able to feel that he has the protection and support of a great power behind him, and that his country "will fight" for him in a just cause, in no matter what part of the globe he may happen to be.

One last word. Remember, the Germans did not build up their vast foreign trade by staying at home and quoting prices f. o. b. Hamburg for their manufactured products. Americans may be certain that they will not be able to capture trade by staying at home and quoting prices f. o. b. New York for their goods. A word to the wise should be sufficient.

FRANCE BEFORE, DURING AND AFTER THE WAR

By Henry Cottereau, Paris, France.

Note.—Henry Cottereau is an expert associated with E. L. Morin, president of the National Association of Stationers of France. Mr. Morin is also head of the professional schools under the direction of the National Stationers' Association and the National Paper Dealers' Association. Mr. Cottereau, the writer of the present article, has spent many years in the stationery and office equipment field in France. In 1905 he founded the review, "Mon Bureau," which has since been ably continued by Messrs. Ravisse, both of whom are now fighting in the armies of France. Mr. Cottereau tells us that he is an admirer of the United States, having lived here some years, and here his heart is in the keeping of two little American grandsons. Readers of Office Appliances will find Mr. Cottereau's article one of unusual value and interest. We commend it to the careful attention of all American houses desiring to extend their business in France.

IN ORDER to understand the vast transformation which has taken place since 1900 in our office methods and our office tools, one must know something of our basic mental characteristics as applied to our work.

We may appear as an easy-going lot, self-satisfied and conservative to a casual observer, but such is not the truth; as a matter of fact, we are intensely interested in what others are doing in the same line and we are keen and quick to realize if their methods are in advance of ours.

But we like to make sure; we are afraid of risks and we are slow in our changes; we are not prompt to act; we hesitate; we weigh all possibilities of failure before adopting a new process, a new machine or device and above all things, we must not be brutally coaxed into the adoption of unfamiliar devices.

Compulsory methods act as a cold shower and bring negative results with our people and this will explain the failure of a good many American firms in France, as I will explain later on.

The "you must do it"—"do it at once"—"you will fail if you don't" and like arguments have no attraction for our business men.

They think that they have been thriving for centuries, grown rich in most cases and that they need not take lessons from anybody.

They will accept a suggestion gently given and willingly they will study a proposition that will best serve their interests.

If our manufacturers of fine goods, if our art workers have constantly maintained their supremacy and kept a

Henry Cottereau, Paris, France.

leading place in the world, it is because they have lost no chance of perfecting themselves by their own researches or by the suggestions or the findings of others.

Thus, while in America your office methods were modernized about thirty years ago, ours have mostly begun to be so generally during the last ten years, because it is about that time that a systematic campaign of education was started and carried through by methods best calculated to convince Frenchmen.

The teachings were arranged so that they were easily comprehended and digested by all: special publications and notably "Mon Bureau," the leading French review for office work, splendidly directed by the brothers Ravisse (now at the front), came to the rescue, penetrating into every merchant's and manufacturer's office to expound the new doctrine, viz., that office work could be simplified and most of it done by machinery, thus saving human brain and exertion.

Two business shows were held with increasing success and the business men of France, having convinced themselves that what was offered them was not only interesting and profitable, but a real advance over old methods, were transforming their offices and their office equipment so rapidly, that the three years preceding the war were prosperous ones for all manufacturers and dealers engaged in France in office equipment, furniture or machinery.

Though the seed has been but recently sown, the crop has announced itself as plentiful and easy to gather.

During.

Such were the business conditions in France before August 1, 1914.

From that day, and for months to come, our only thoughts were for the defense of our country and of Belgium. Our men of 20 to 47 able to carry arms went to the front; our stores and factories were mostly closed and practically no business was transacted in office appliances and equipment, outside of regular stationery. For a few months past, however, there has been a revival in the business, not, of course, to be compared to anything approaching that which existed before the war, but a good many vertical files and card indexes, with their supplies, have been sold, mostly to factories working for the army and for government use, and a number of typewriting machines have been contracted for. One of the most gratifying signs of the times for men like you, like the Ravisse brothers, like myself and others of our calling who have spent many years in missionary and literary work for the promotion of modern ideas in the office, is that the young men accustomed before the war

E. L. Morin, Paris, France.

to work according to our teachings in their offices, ask for the same commodities and systems whenever they are trusted with important military administrative work.

Last week, amongst others, we received two typical letters, one from the son of a large silk manufacturer, who is now serving as Lieutenant-aviator, saying: "I want to organize the office work of our aviation camp as 'it was at my father's.'" And another from a young civil engineer serving as captain in an ammunition factory in the center of France, who says: "I must be equipped in my office here as I was in our civil works, otherwise I will lose too much time."

This evidently proves that the younger generation of business men fully realize the necessity for modern methods of efficient office work and that fact promises a good business after the war.

After.

The duty of those remaining at home is to prepare business for that time and wisely to organize ways and means to insure a full supply of goods.

The field will be very large, for not only will business be active, but all the northern part of France and the greatest part of Belgium will have to buy new office equipments to resume business after their liberation from the enemy.

Factories will be very quickly built with the new processes of reinforced cement and concrete and in many cases temporary factories and offices will be erected that will have to be equipped immediately. The question arises, therefore, whether we will be able to supply customers with what they will need.

Surely not, if we have not foreign manufacturers to help us to meet the demand.

How can we manufacture such goods as we used to, in sufficient quantities, during the war in order to store

them for the period following the war? Our workingmen are at the front, from whence a good many will unfortunately not return.

If before the war our home factories could not supply more than one-half of what was sold in France, how could they do better immediately after?

The truth is that Germany was doing a large trade in France and since that is over, some one else will have to do it.

One thing is certain, German goods will not come if we can humanly help it. Our trade organizations and syndicates are devising means to prevent their coming through neutral countries under false firm names and labels.

If American manufacturers want to transact business here it will be best for them to do it as you judiciously suggested on pages 55 and 56 of your February issue, where you said, in effect, that each country will have to be taken care of for itself and directly by the manufacturers and not be served from other European territories.

Really to avoid all suspicions, goods would better come directly from the United States.

America's Opportunity.

To use your own words in the same issue:

"If American manufacturers get into this market in the right way, at the right time, and comply with the terms, customs and practices which have been followed in the country," their opportunity is great and the market easy, fair and of sound credit.

I insist upon the soundness of the credit of France notwithstanding her tremendous losses and war expenses, for be it remembered that after the disastrous war of 1870, after the payment of five milliards to the Germans, French national bonds issued at 86/88 went up to 122 francs, clearing a profit of 30 francs per bond for the bearers.

The list of American goods in the office equipment line acceptable to our market is very long. It does not stop at office equipment, furniture and machinery, but includes also a large number of stationery articles, such as pencils, morocco goods, leather goods, pins, staples, clips, thumb tacks, carbon papers, pressed boards, erasers, pencil sharpeners, rubber bands, wire baskets, signals, inkstands, etc., etc.

It would pay the stationery, office appliances and furniture manufacturers in America to have a list made up here of all goods previously bought in Germany by the stationers of France and the prices paid for these goods delivered to their stores.

The Right Way.

The right way to get into this market is to make prices c.i.f. France and not f.o.b. America; the Germans were selling on 30, 60 and 90 days' credit, for goods delivered to the buyer's store, duty paid, and that was the secret of their rapid and wonderful commercial growth in France.

Our merchants will not pay in advance for goods they do not see and that are not even actually shipped. As long as United States manufacturers will maintain this practice they will do very little trade in the stationery and office equipment business in France.

In my opinion, the best, the safest, the quickest way to capture the business of France would be for manufacturers covering the whole range of stationery, equipment, furniture and machines used in a modern office, to combine together and open a large store in the commercial district of Paris—not the "luxe" district—with warehouses for the distribution and shipping of goods in the Provinces and Belgium. They could in this way make prices duty paid, know to whom they sell and what credit they can allow to each customer doing a retail and a wholesale business as well, provided they keep up prices and discounts to the trade.

The Right Time.

The right time to organize, prepare and get ready, so that a few weeks after peace is signed the goods may be plentifully in stock in Paris, is right now.

The matter has to be carefully studied and scrutinized in advance, for it is useless to ship over goods that will never be sold. It is better to limit at first the variety of articles to the kind usually sold and known already in France and to add a few more whenever opportunity offers itself.

Such is in my belief, and, judging from the long experience I have had in the business, it is the most practical way to conquer this market.

May I add that for a few years to come it will also be better to employ French salesmen and clerks to deal with French people and customers; they will stand a much better show all around and furthermore they practically know better also how to handle their countrymen.

The fault with your manufacturers has been heretofore that they came to sell in France or sent representatives ignorant of the language. Hence, transactions and dealings were slow and painful for both parties to carry on, even with an interpreter.

Then if they had a large catalogue of goods, they expected the dealer to give at once a large order, covering the full line and payable in cash in America against documents.

They furthermore often went to French customers with a cigar in their mouths and their hats on their heads and sat on the customer's desk with a foot on one of his chairs, which is not generally permitted in our offices. [It isn't customary in our office, either.—Ed.].

The utmost patience is also necessary to convince customers. Of course the fact that a man comes such a long way to sell his goods is to be appreciated, but nevertheless he was not asked to do it, therefore he has to put up patiently with what comes and not lose him temper, nor use to convince the customer such arguments as:

"Well, if you do not buy, Mr. So and So (generally a competitor) will and you'll lose a chance to make good money."

Such talk carries no weight.

Another fault with American manufacturers that the Germans never committed was to come to the customers without knowing the exact weight of their goods, the cost of freight and the duty to be paid on them, so that if a merchant got interested in a particular line the salesman could not give him the approximate cost of it in France.

Of course these criticisms are made in the most friendly way, for I earnestly wish to see your manufacturers come to France and do a large business, but if they will succeed they must do unto us as they would have us do unto them; and surely they would feel sore if the same thing happened to them that has happened to one of our close friends here: This man is a great merchant of Paris who paid f.o.b. New York a bill of $14,000 for goods that were as unlike the sample previously furnished as the day is unlike the night.

I rejoice, however, in the fact that no such thing happened to my knowledge in the office equipment or stationery business. Whenever we have bought goods in America we have been very fairly treated, but it is a most certain fact that your manufacturers will stand a much better show in France if they follow the terms, the customs and practices of our country and St. Paul's advice:

"Do in Rome as the Romans do."

American visitors will be cordially welcomed by Mr. Morin and myself at our rooms, 3 Place des Victoires, Paris, and we will cheerfully reply to inquiries.

A FRENCH SOLDIER ON TRADE RELATIONS

By Charles Cannasse, Paris France.

Note.—Office Appliances extends particular thanks to Mr. Cannasse for the expression of his views in the following article, since it was written under unusual difficulties, at a time when other and more personal affairs were demanding immediate attention, and under physical conditions which would have prevented a less determined and energetic man from writing at all. It appears that at the beginning of the war Mr. Cannasse temporarily abandoned his situation in Paris to fulfill his duty to his country. During the first months of the conflict he was so badly wounded that he has not yet entirely recovered, and not until recently has he been able to give any attention to his personal business affairs. He is not yet in Paris, being still in the hospital—Maréchal des-logis d'Artillerie en Convalescence—at Bourges, France. He modestly suggests that too much weight should not be given to his views, since he has been so long out of touch with business; but we believe that readers will nevertheless discern in his ideas the working of a keen and practical mind which fully understands conditions and possibilities. His forecast of conditions to follow the war bears the stamp of sound reasoning.

I AM glad to be able to give you in answer to the various questions you have put to me, my personal ideas relative to office furniture. I ought also to add that these ideas, although they apply to office furniture in general, refer particularly to metal furniture, to which department of the industry I have given especial attention.

I may state that on the whole I am firmly convinced that after the war the French market will become very important indeed by comparison with what it was before the war. This conviction is based upon the two following principal considerations:

First: The French public at last understands that it is necessary for it to organize commercially in modern fashion.

In spite of the actual success achieved in 1913 by the Exposition of Commercial Organization, and the intense propaganda put forth by the specialized publications and by the furniture dealers themselves, comparatively few people were convinced of the value of modern methods of organization. But the war has changed all this, for it has convinced both the hesitant and the refractory. As for those who ignored all these new ideas, the powerful voice of the daily papers through articles signed by important persons, has made them acquainted and is still making them acquainted by force of precept and example with the all-important necessity of doing away with old methods and substituting new and improved methods.

Charles Cannasse, Paris, France.

Second: The regions which are or have been invaded are essentially industrial. The major portion, not to say all, of the plants of these regions will have to be reconstructed and re-equipped. There is, then, no question but that in this part of France there will be a very important market for modern office furniture.

In order the better to express the importance of the first of these two considerations, it is necessary to know how much one must go over—the amount of ground, so to speak, which one must cover by every sort of argument—in order to arrive simply at the point of persuading the prospective buyer of the superiority of vertical over horizontal filing methods. The French market is going to find itself after the war a thoroughly prepared territory. It will be especially well prepared for the reception of American products, which even before the war occupied first place and which need not fear at all the most aggressive and important of its competitors—the German products. As for French industries in the office furniture field—they were only commencing when war was declared in August, 1914, and I do not believe that French manufacturers in these lines will be able to resume business immediately after peace is announced.

American industry, then, will find itself in a favorable position to take the most important place in the business life of France, but in my opinion, if America wishes to achieve and to hold the foremost place in the French market it will be necessary for Americans to solve the following problems: First: Notably to lower prices. Second: To be able when necessary promptly to deliver furniture constructed according to special designs.

These are difficult problems, I know, but even when Americans find a way to lower their selling prices, the fact will still remain that, as a result of transportation charges and customs duties, the price of furniture as at New York will be almost doubled on arrival in France. Hence the retail price of American furniture in France is excessive.

As a rule, the larger proportion of French merchants and manufacturers are at the head of ancient houses provided with organizations to which they and their staffs are most naturally accustomed. So, in attempting to reorganize these institutions, they quite naturally and properly insist that they do not want to turn things upside down. About three times out of five, in my opinion, filing furniture, as Americans know it, does not form a part of the equipment of these houses. It is necessary to convince these prospective customers by a campaign of argument which commences at the very beginning and leads them all the way, step by step. Even if the prospect is convinced that vertical filing is the best method, there are always the arguments: America is far away; weeks pass before a price—and a fancy one, at that—may be quoted, and by that time the business is lost.

In addition to the foregoing problems to be solved, it is necessary that American manufacturers have agents in France familiar at first hand with the French buying public and with questions of commercial organization. These do not demonstrate themselves. Besides, it is indispensable that these agents shall thoroughly understand the manufacture of furniture in order to be able to quote prices in emergency on their own responsibility.

As I have said above, American manufacturers ought to dispose of these difficulties if they would maintain first place upon the French market. In spite of the advance which American office furniture has been able to make because of the absence of competition, it will inevitably some day find itself face to face with French industry. This will have neither transportation charges nor duties to pay. It will be able to deliver directly to the market. Being upon the ground, it will be able to deliver all special

orders promptly and upon good terms. Beginning with the day when French industry asserts itself, American-made articles will drop to second place. This event, furthermore, does not seem to me to be far distant, and I am certainly disclosing no secret to American manufacturers when I tell them that French manufacturers had even before the war begun to occupy themselves seriously with the manufacture of office furniture. But I hasten to say that this fact ought not to hinder American manufacturers from trying to solve the difficulties which I have mentioned, for in my opinion there ought to be a place in France for both industries.

I have studied this question on my own personal account, and the difficulties to be overcome do not seem to me to be at all insurmountable. I do not doubt that Americans will succeed. You understand that I am not attempting to enter into details as to the various solutions possible, for these will not be unfamiliar to you.

I have not, perhaps, been able to answer all your questions very exactly. I have confined myself to giving a few of my personal ideas, of which some certain ones will be found worthy of development. There are still many things which might be said, especially concerning the manner of selling in France, but these things have reference more particularly to agents than to American manufacturers.

EVOLUTION OF AMERICAN OFFICE APPLIANCES IN FRANCE

By Milhau & Cavalier, 50 Rue des Dominicaines, Marseilles, France.

IT has been only a few years since French business people finally made up their minds to replace their old office appliances with more modern equipment of a rational and practical character. If, in a general way, the American "classeur" took the place of the antique stands of boxes, and if the typewriter has supplanted illegible handwriting, there nevertheless remains much to be done in the domain of office renewal.

It is only within the last five years that some of our governmental administrative departments, a few of our manufacturers and business men and some of our banks have adopted cash registers, but for many of our countrymen calculating machines are still an object of wonder, with which they are not yet sufficiently acquainted.

France is proud of her genius, conscious of her mission in the world; she is nevertheless always ready to be interested in any new conception which may improve her social conditions, whether in the literary and artistic evolution or in the practical accessories of life. She is always ready to adopt what seems to her useful; she discerns with impartiality what other nations are doing well.

But the French people, lovers of their language, bend themselves with difficulty to the study of other dialects: if an object is presented to them under a foreign name, perhaps they may adopt the word, but often they will take no interest in the thing. It is not indifference with them, but simply they are afraid to misunderstand expressions of details in a language which is not their own.

This state of mind must be understood by Americans anxious to deal with our countrymen.

The difficulty of understanding English weights and measures is one of the greatest hindrances to the adoption in France of modern American inventions in office appliances. We therefore advise American manufacturers and traders to work out catalogues strictly in French with weights and measures in the metric system. This is one of the most essential conditions to attract and keep the attention of the French people and we cannot too strongly urge that it be kept in mind.

But that is not all. The object itself must be exhibited, so that it may be touched and seen. Nothing so much attracts a buyer as to see what he is buying. By touching and seeing, the buyer can realize the full value of the thing presented to him, and we think it is the same in the practical things of commercial life as for those of the home. Very often we readily buy the things we see, but we hesitate long before ordering them across the ocean, on a simple photographic reproduction or a written description.

It is therefore necessary that American concerns who desire to sell their products in France should come to terms with responsible French firms, well-located and sufficiently central, to whom they should send goods, either on consignment, or upon long terms of payment. To this end, Marseille, the most easily accessible of the commercial cities of France, should be chosen as the place wherein to exhibit American time and labor-saving inventions, for France is now rather short of workmen on account of the war.

In Marseille the offices are very numerous. The city is very old and is now to a large extent being rebuilt. The new buildings will require new equipment and new conveniences in commercial as well as in private life. The need for office equipment is certain to be very great, and the people of Marseille, by reason of their commercial activity bound by ties of similarity to the pioneers of the New World, will choose the simpler and more practical devices to help them onward in their work.

Marseille is the supply center for every branch of commerce and industry in southern France and the colonies of the republic, such as Algeria, Morocco, Central Africa, Indo-China, Madagascar, etc.

A good method by which to sell American office appliances in France would be to send here an American traveling salesman, an industrious man who speaks French and is able to explain the utility, the practicability and the simplicity of the devices he is sent to sell. The difference in the money systems of the two countries is another important matter. It must not be left with the buyer to translate dollars into francs, but it is upon the seller that this task should rest. Prices must be stated in terms of French currency. We also advise the French tradesmen to speak in terms of dollars when purchasing or arranging to purchase American goods. In this way no one will be deceived or taken by surprise.

France is going to be a large field of action for all American products, and more particularly in the domain of office appliances. The time is at hand for renovating old systems and for the adoption of whatever will simplify work and reduce labor. But our American friends must understand that the merchandise they send to France must recommend itself by its finish and its solidity, and they must also understand that they will have to guarantee facilities for repairing machines, especially those of complex and delicate mechanism, by establish-

ing properly equipped repair shops in the big towns. Purchasers must not be obliged, if they find themselves in possession of a machine which goes wrong or will not go at all, to send it back across the ocean to have it put in order.

The principal cities in which the most active propaganda should be developed are Paris, Marseille, Lyon, Bordeaux, Nancy and Nice. Agencies in these cities can easily cover the entire country.

It is not too much to say that after the war there will be a strong and general resumption of business. Everything should be ready for that time, which cannot now be far distant.

We have taken the liberty to make the foregoing suggestions hoping that the readers of Office Appliances will see in them our sincere desire to heighten the cordial relations which exist between France and the United States—to do my part toward a mutual respect and intercourse in the commercial field—in short, it is my hope that in this field of human endeavor our relations may be as happy as they are in the intellectual and political domain, through a common love of liberty and independence.

For any supplementary details or information we are at the disposal of the readers of Office Appliances.

GERMANY

A Powerful Presentation of the German Position. By Michel Baum, Munich.

NOTE:—Office Appliances commends this article to the attention of all its readers everywhere. Michel Baum is a German soldier in the service of his country. Being home on furlough he took time from his more pressing duties to write the subjoined article. No man who has written us has shown a spirit of such fairness, charity and toleration, and it has rarely been our privilege to read an article which combined these fine qualities with a warmth and eloquence of style which make every line vital with meaning. Mr. Baum wrote his article in German because of the fact that had he written it in English considerable delay would have ensued at the censor's office. We have done our best to see that the article suffers as little as possible in translation, but we are compelled to say with regret that our translation is by no means equal in force and beauty of style to the German original. Mr. Baum volunteered at the age of forty-eight in the service of his country. At the same time his son of seventeen also became a volunteer soldier. The one was past the age of military service and the other under the age of military service. We rejoice exceedingly to be able to say that both, according to our last report, have escaped thus far without injury. Mr. Baum has earned our cordial thanks for his timely, sane and kindly article, and we believe he has earned the gratitude of all Germans for having stated their views so well.

Mr. Baum states that after the war there will be held in Munich the official opening of the German Museum of Technology and Industry, founded by the German Emperor. He promises to write of this at the proper time.

FOR seventeen months the German empire has found itself engaged in a mighty struggle for its very existence and for its whole future.

It has summoned all its military, moral, physical, financial, industrial and common economic forces to the end that it may come out of this struggle victorious. In this its allies stand faithfully by its side. Every German is firmly convinced that this struggle involves the highest cultural well-being of humanity which Germany is defending. The same rôle may be assumed by the opponents of Germany for themselves. The future will teach us which side is right. Justice, we believe, is on Germany's side.

One might conclude that, in a country the larger part of whose men capable of bearing arms are stationed outside the country facing the enemy, the greatest disorganization must reign. One might be of the opinion that, in a country whose boundaries on every side are menaced by the enemy, commerce and industry must be at a standstill and that everywhere there must surely have crept in disintegration, poverty, discontent, despair.

Yet, what an entirely different picture presents itself! Many thousands of subjects of neutral countries, who had lived in Germany before the war, today still go about their business there unmolested and are in a position to form their own judgment of conditions from the facts in the case. Within the country itself the war is not oppressively felt. Of course, in the streets of the cities numerous wounded may be seen; that is not at all remarkable considering the vast number of soldiers Germany has facing the enemy. The demeanor of these wounded men on the streets is indicative of the spirit which animates the German people—neat and orderly in their dress; military, confident in bearing. Astonishingly numerous are the troops in training whom one sees marching through the streets cheerfully singing—everywhere the refreshing, martial song which the German soldier so loves.

Michel Baum, Munich, Bavaria, Germany.

Foreigners are amazed at the enormous number of reserves who still wait here behind the lines available for service and are being trained as officers by older volunteer under-officers. It seems as though the fountain of human beings were inexhaustible. As a matter of fact, both the oldest year-groups which under the law are liable to military service, men of forty-six and forty-seven, are for the greater part still at home and are still conducting their affairs. The nineteen-year-old youths also have not all been drawn into service. The eighteen-year-olds will remain under their parental roofs for another full year. We still have at our disposal several year-groups of men who, although they are of military age, have not yet served as soldiers. These men who are not entirely without training will be the first to be drawn into the service and trained. Every man who is less than twenty years old or more than forty-six and who is facing the enemy on the firing line is there as a volunteer. It is indicative of the German spirit that these volunteers number more than one and a half millions.

In the show-windows one sees, of course, many things which bear relationship to the war. These "war-arti-

cles" have stimulated industry by affording much work and corresponding earnings. Otherwise, however, one observes little of the war in this country. There is an entire absence of blary announcements calling men to the recruiting offices to join the colors. Such procedure is inconceivable here. With increasing wonder the foreigner establishes to his own satisfaction the fact that on all transportation facilities—railroads, electric street railways, boats (with the exception of trans-Atlantic lines) vehicles promptly arrive and depart as formerly filled with passengers. He observes, further, that most factories and offices are working full force even though with the help of a good deal of female labor. The German woman—young girls and soldiers' wives—with remarkable skill is filling existing gaps in all departments of our economic life so that the machinery may keep on turning. Women are helping also in the production of war materials. However, the military authorities have held back for service in the supplying of war materials several hundred thousand male workers.

In the well-lighted show-windows there is displayed in spite of the war everything needed for sustenance and comfort and in the necessities of life everything may be had as formerly, with one exception—at attainable prices.

Everywhere people go busily about at their affairs. Neither discontent nor complaint nor dissatisfaction is mirrored in the eyes of the common people; on the contrary, there are calm conviction and determination born of faith in the certain prospect of a conclusion of the war favorably for Germany.

The bizarre woman of fashion, the fop, and the coquette, to be sure, have these days disappeared from the streets. At present one can have no patience with that sort of useless wheel on the wagon of faithful work for the common weal. One may see, it is true, many women wearing the sombre garb of mourning, but the heroic sacrifices for the fatherland are borne with quiet, earnest dignity.

At the time the crops had to be gathered and other agricultural work done it was touching and inspiring to see outside of the cities how everyone exerted himself in the fields to take the places of the men who had been called away. Young boys and girls, women and elderly men helped each other as one to bring under cover the blessings of the harvest. Germany, fortunately, has had two very bountiful crops during the war. The military authorities also made available for this work the services of prisoners of war (who were paid a salary as well as given board and keep) and of a sufficiently large number of soldiers. The prisoners of war seem thoroughly satisfied to be engaged in agricultural activities. In the cities prisoners of war are rarely seen. On the other hand, in railroad trips through the German empire one may look out of the car windows and see on every hand prisoners of war working in the fields. The number of them now mounts up into the millions. It is amusing to see how reserved the French and English are toward their allied Russians and Asiatics in their common work, and how also the French and English hold themselves aloof from each other.

In Germany there are no such strong evidences of poverty as is the case in other countries. This was true in peace times. The German social organization had accomplished this. It was the great Bismarck's work. The world may well be envious of this social organization of ours and its glorious fruits. Now also during the war the empire contributes adequately toward the support of the families of soldiers in the field, takes good care of widows and orphans, and carefully nurses the wounded.

One of the secrets of the apparent inexhaustibility of human material in Germany is the great development of medical science. Many hundreds of thousands of wounded men, battle-tried warriors, have been healed of their wounds and sent into the field anew. Sanitary precautions and the skill of our medical men have already given back to us again many such an army corps. The losses from contagious diseases and internal afflictions are extraordinarily few in the German army.

Many of the readers of Office Appliances will perhaps shake their heads in doubt and characterize my descriptions of German conditions as the colorings of imagination. The German legal acts concerning "bread cards" (these are cards upon which is definitely stated how much bread is due each person each day; more than that one cannot buy); concerning the mixture in certain proportions of potato flour and wheat flour; concerning the prohibition of the buying of meat and lard on certain days of the week, the fixing of maximum prices for the food necessities of life, and concerning the acts confiscating certain metals and other raw materials, etc., seem to deny my statements. All these legal acts, even though they are sometimes inconvenient to individuals, are considered wise precautionary measures for the fixing of a just level between the poor and the more well-to-do people. These measures also serve the purpose of enabling Germany with its supplies, to endure, let the war last ever so long. The rich people, too, must now give up unnecessary comforts for the benefit of the poorer people. The common good demands this and everyone willingly submits to these measures. At first these war laws were interpreted by the outside world as signs of the approaching economic downfall of Germany and made much of as such, and now they are partly seized upon by our enemies in a similar way. Germany with wise foresight took these measures in proper time and good has resulted.

It cannot be denied that German foreign trade has suffered greatly through the war. Our oversea relationships have for the larger part been restricted by the English control of international communications on the sea. If through this neutral foreign countries who formerly delivered their goods to Germany and Austria-Hungary have also suffered, then these foreign countries have the power to change conditions. Even though our overseas trade has for a time gone lame the day will soon come when the German merchant and manufacturer will be able to break the shackles and with increased energy regain what has been lost. Of this everyone here is convinced. Of course, markets and national relationships will be somewhat influenced.

Mail communication between Germany and other foreign countries has until now been little disturbed. Office Appliances, for example, arrives here with its usual regularity.

It is self-evident that at present the products of countries who are our opponents are little purchased here. This is a most natural state of affairs. To buy or carry in stock English or French goods is commonly looked upon as shameful for those who do it.

Formerly in Germany and Austria-Hungary there was a great preference for American goods. For that reason exports from the United States to these countries reached large proportions. These sympathies, however, through the relationships of American manufacturers in this war have been greatly decreased. The public in general here buys only those American goods the manufacturers of which it can be plainly established have not been engaged in delivering munitions and war materials to our opponents. Firms which were foresighted enough to forego the momentary profits which the manufacture of war materials afforded, will later on do a splendid business here. The others would do well if they did not at all concern themselves further with the German market. It

is also evident that those who have lost husband, son, or brother in the field, will avoid the goods of such manufacturers who perhaps have delivered the fatal bullet with which the loved one was killed. For everyone here knows that the war would have been ended long ago if American factories had not put themselves in a position to further the war. It must be frankly stated that all of Germany is stirred up by these deliveries and believes them to be incompatible with true neutrality. It is felt that, should the Americans wish to be characterized as free, just, and the defenders of the rights of humanity they cannot, with silent toleration and under the very eyes of the government, lean to one side during the war. This is the German attitude, but after all it is a matter for American manufacturers to decide for themselves whether it is better to make the enormously large profits of war and run the risk of perhaps losing two such good customers as Germany and Austria-Hungary, with the great Balkan hinterland. In any event the help to our enemies will not hinder the central powers from finally being victorious. A country like Germany, the only one among the belligerents which has not needed to declare a moratorium; a country which has everything necessary for the war, which can hold out a long time as regards human material; a country that in its own strength has raised over twenty-six and a half billions of marks for war costs and both can and will raise further billions, is surely not to be beaten. This country will yet again play an important rôle in the council of the nations and will be welcome as an allied country. It is to be regretted that through the relationships of some American manufacturers the bond of friendship and sympathy for the United States in the business world of the central powers has been greatly affected. The great American industry and the trade in time-saving office machines and supplies will likewise suffer greatly even though this particular industry may have participated in the deliveries of munitions and war materials to the least extent.

ANOTHER GERMAN VIEW

By Oscar Wachtel. Frankfort-on-the-Main.

NOTE.—Mr. Wachtel's brief article is a sweeping condemnation of the United States. We who know him well are inclined to believe that the statements he has here expressed have not arisen from his deliberate judgment. Not all American manufacturers are producing munitions of war. Ninety-nine and a fraction per cent are producing articles for quite another purpose. All of our citizens are not of one mind regarding the supplying of munitions. We do not know of a single manufacturer hitherto represented by Mr. Wachtel who is making war supplies. We are of the opinion that the attitude of one or two of these would be quite pleasing to our friend at Frankfurt-on-the-Main. Because of the strong references to the subject of war-munitions manufacture made by two of our friends in Germany, we take the liberty of reprinting here an editorial statement from the Chicago Tribune:

"The German complaint against our trade in arms is not only unjust but inconsistent. Germany has carried on a great trade in arms and munitions of war not only in time of peace but in time of war. The best customer of the Bethlehem Steel Corporation before the war was Germany; 50 per cent of the ordnance exported by this company went to Germany, and Germans own 20 per cent of Bethlehem securities, though Bethlehem guns are now mowing down English, French and Germans in Flanders. During the recent Balkan war Germany sold munitions to the belligerents. Nearly every American soldier and sailor killed or wounded by rifle fire in Cuba, Porto Rico, the Philippines and Mexico was killed by a German-made Mauser.

"Germany has benefited by this industry and commerce without protest, for it was acting within its international rights. Now that it is suffering from the exercise of these rights by others it is too late to complain, to ask different conduct in others, and to nourish hostility against those who are only following its example."

Other publications have made reference to shipments of rifles by Austria to the Confederacy during the Civil War of 1861-65.

We appreciate, of course, that the conditions with which we are now confronted cannot be seen from the same viewpoint either in Germany or here. For some years Office Appliances has stood for international arbitration and universal disarmament, and we believe that the time will come when the world will have these things; but as events are now shaping themselves it appears to us to be a singular commentary upon the consistency of nations when professional makers of the instruments of death are loaded with titles and honors in times of peace and war, while those who engage in such manufacture in times of war only are held to be so utterly reprehensible. We call to mind Baron Krupp of Essen and Sir Hiram Maxim of England. We do not recall that the honors accorded to the memory of the late Baron Krupp or to the achievements of Sir Hiram Maxim, who is still in the flesh, we believe, have been lessened in their own countries on account of the work they did, nor because of the fact that the destructive objects of their manufacture have been used by all nations at war who could obtain them.

Mr. Wachtel's frank expression of his feeling toward the "merchants" of the United States indicates his intention to no longer deal in American lines. We can readily understand how one would not care to maintain business relations with those whom one held in such slight regard. We regret that the politics of the two countries should have brought about such feelings on the part of Mr. Wachtel. We believe Mr. Wachtel's parents came to this country in their youth and that Mr. Wachtel was born in Oil City, Pa., and has several relatives in the United States. For a number of years, until the beginning of the war, it was Mr. Wachtel's custom to pay an annual visit to America. His presence has always been welcome and always will be welcome, for we regard him with feelings of warm friendship, although we may not always agree with his convictions. Should Mr. Wachtel's feelings undergo a change and should he return to the States, he can assuredly take up our thorough good will at the same point he left off on the occasion of his last visit.

"Your last two letters received. I know I owe you an apology for not answering sooner. The open truth is I did not feel in the right mood for carrying on any kind of correspondence lately, caused by general disgust with American weakness toward England and by their peculiar ideas of neutrality. All the hypocrisy that lives in the souls of American merchants was clearly shown last fall, when they sent Christmas presents to poor children on one boat and at the same time loaded up dozens of English vessels with shells to kill their fathers. We have represented American manufacturers for a lifetime and have taken care of their interests, but they themselves are quickly killing their exports by allowing the Englishmen to poke their noses in all America's exports, forming trusts in all neutral European countries to cut off the German supply of American goods, making it even impossible for the neutral states to carry on an exchange of American produce between themselves. Every other day, compelled by England, Holland, Denmark, etc., issue a new list of articles that cannot be exported even in transit. How long will the States stand for such impudent treatment, which is going to hurt their business for years to come?

Oscar Wachtel.

"We experience a lot of objection by

the buyers when offering American goods, and we often have to change our English labels, as many customers in the stores refuse goods with English imprints—and this condition will not be better for years to come. American shells will remain unforgotten in German minds.

"A good many American goods have been replaced by German-made goods, and America will never again do such a large business in Germany as heretofore in such goods as carbon papers, fountain pens, blotters, steel pens, etc., etc. You will have to pay back many times over in years to come the gain of blood-money of this war.

"We as American manufacturing agents suffer the most at present, and we can certainly not be called upon to hand the American government a vote of thanks."

BERLIN WRITER CRITICIZES AMERICAN POLICIES

By Fred Hoffman, Berlin, Germany.

I HAVE purposely allowed quite a little time to elapse before I answered your friendly lines of August 18 of this year; for nothing can more certainly interest your countrymen than facts, and such facts, which must also have significance to you, have transpired a-plenty in our country since your letter of November 5, and I believe that the final result of these facts may soon lead to the fulfillment of the wishes you expressed to me in November of last year—and of ours.

Since you have laid various questions before me in your letter of August 18, this year, I must, in order to give you an answer to these questions, refer to your letter of November 5, last year, and that on the grounds that there are also American firms in the typewriter field who have engaged in the delivery of munitions for our enemies.

So far as concerns the press notice at that time (October, 1914), on page 57 of your magazine, in which you say, in acknowledgment of the receipt of the German newspapers I sent you, that it was the confirmation of your conviction that in the extremes of partisanship one finds the still greater significance of a common humanity, common aspirations, and a common, more abundant life, I would like to bring to your attention a little brochure with the title, "Humanity and World War," which was written by Dr. Albert von Berreviczy, privy councilor, retired minister and president of the Hungarian Academy of Sciences in Budapest. This brochure appeared in 1915 as a publication of Book Publisher Karl Fromm, Leipzig.

This leads me back to the particular part of your letter of November, last year, in which you tell me in plain words that your countrymen wish to maintain a "truly neutral" attitude and that these same men, that is, your countrymen, do not form a judgment until all facts (the only question is which facts?) have been presented for their consideration. In answer to this I am giving you a "New Declaration of Independence" written by Americans who have lived in Germany for years, which was published on July 4 of this year. But still further I would interest you in the call to the German-Americans of the United States and the elucidating brochure on "German Barbarians" which I am sending you by registered mail.

(We have received both of these documents. We have read the "New Declaration of Independence," and have registered the thought that our countrymen abroad who signed this document would have shown better taste had they brought their opinions home to air them. The brochure, "German Barbarians," bears an ironical title, for the booklet presents strong illustrated statements regarding the use of dum-dum bullets by the Entente Allies, and documents denying assertions of barbarism by the Germans. The brochure is a strongly written presentation of a part of the German case.)

I assume that during the war you have read German papers as I have American newspapers, which gave accounts columns long of outrages in Belgium which required an effort to read, so many and so thorough were the lies they told.

The war has not harmed the German office machines industry as much as was perhaps supposed during the first months of the war. Particularly duplicating machines were most unusually in demand and that, so far as seeking new customers is concerned, there was less activity than otherwise is easily explained, but if there were not enough customers at home one sought them in neutral foreign countries and commercial transactions with truly neutral countries made very considerable progress. Furthermore, I believe that importations of American office machines, especially typewriters, as well as other lines, will suffer greatly in Germany and in the countries allied with us by reason of the constantly increasing deliveries of war munitions to our enemies by America. In the November issue of Büro-Bedarf Rundschau there is published an exposition by the German Typewriter Dealers' Association which establishes the fact that American deliveries of arms and ammunition have mounted up and up, and reports that the American typewriter industry is participating prominently in these deliveries. So the article shows the necessity of reminding the public constantly and with increasing vigor of the fact that there are also very good German typewriters. The war has, likewise, and in no small degree as a result of munitions shipments from America, given German manufacturers the occasion for taking into the scope of their manufactures besides typewriters other machines and articles of the office equipment industry. You may be interested in the article entitled "Duplicators After the War" in Number 16 of Die Büro-Industrie and still more in the strong and definite reply which this article drew forth in the following number

Fred. Hoffman, Berlin, Germany.

of Die Büro-Industrie which tells in plain words that for many years we have been manufacturing duplicating machines and accessories in a prominent way in Germany. So, for instance, a certain firm in Hanover which has for many years enjoyed a world-wide reputation for its supplies and accessories, has already in contemplation the especial manufacture of duplicating apparatus of all kinds. The war has also opened the eyes of many people, not only those associated with our field but also general consumers, to the fact that not everything which was hitherto offered as of foreign make was such. In the dyestuffs, paper and textile industries, and in so many other fields we know that in times of peace our German goods went to foreign countries and then after suitable repacking were resold as foreign goods in Germany at correspondingly increased prices by English and other houses.

I firmly believe that the war will teach our nation a most healthy and certainly lasting lesson in the evil of interesting one's self particularly in foreign products, even as our old Imperial-Chancellor Bismarck said in his time: "This is carried on at the expense of our own nation and this political disease in its geographical distribution has hitherto fastened itself alone upon Germany."

Credits and collections, it is self-evident, will not escape definite effects after such a world-war as this, and, even though time may heal wounds, the American office machines industry, in my opinion, will feel that it has to work harder for its commerce than Germany and the countries allied with it. I sent you yesterday various newspaper articles which will surely be of interest to you in this connection. They deal with such "wrong American methods" as "Further Deliveries of Munitions," "The Floating of the Anglo-French Loan in America." These two factors are the strongest which will for a long time stand restrictively in the way of the development of the former American international trades relationships with us and our allies.

Two other newspaper items—"American Assistance for Our Enemies" and "Glad Tidings"—will likewise be of great interest to you, and my efforts would be handsomely repaid if you would make a truthful and really unpartisan resumé of all these press notices which would reflect our true attitude toward the American deliveries of munitions. (Lack of space forbids a review of these articles here, but we hope to take them up in a later number.)

In spite of the shrewdness of American business men, I must say from personal experience that not one single American firm in the office machines field managed to have itself represented for the purpose of introducing its products at the Frankfort Business Show, which took place in 1913. So many American firms think that the best way to introduce their goods into Germany is through England—I could present many examples in our field. The American manufacturer should make a greater attempt to get personally in direct touch with us and not want to do business through England or by himself directly.

I would be greatly pleased if one of my future letters contained the confirmation of my opinion that this letter of mine has worked toward further commercial relationships between our country and yours.

HOLLAND

Business Situation Not at All Desperate.

F. W. Heythekker, Amsterdam.

It certainly must be difficult for an American to get a clear picture of the peculiar situation of Holland, surrounded by the all-devouring Moloch, called War.

From letters (private and business) I receive from the other side, I gather that some Americans think that everything has been upset in our country, and that it is therefore necessary to be very careful in executing orders. Big houses that have heretofore furnished goods cash against documents or remittances on receipt of invoice now request cash with order, even for small amounts.

No doubt in August, 1914, we had an unsettled state of affairs here, but our Queen and Government and our national banking institution, "De Nederlandsche Bank," have done everything to make the machine run smoothly again and they have achieved a complete success.

To prevent small men from being financially crushed by the big money institutions, the stock exchange was closed one of the first days of the war and execution prices were fixed. This especially has had a splendid effect and Holland trade would look a good bit different, had not the Government stepped in at the right moment.

Further, the mobilization of our army was accomplished in two days, so that, when the Germans passed Limburg (the most southern province of our country) to enter Belgium, they found our batteries and soldiers at our entire frontier, ready to repulse every and any violation of our neutrality. This probably has had a special moral effect; it even has been rumored that the Kaiser complimented our Queen on the quick mobilization.

F. W. Heythekker, Amsterdam, Holland.

Many times, especially during the last five months of 1914, we have thought our turn had come to follow the war-drum, but our Government has kept a cool head, and up to now our direct contact with the war has been slight.

Indirectly, the invasion of Belgium, and the presence of many Belgians in Holland, has brought us a welcome chance to show our sympathy. Large camps have been built, and one of these still has a population of 10,000 souls. Relief committees have received millions to support the distressed and many of the refugees are employed in families and businesses.

Partly because of this new foreign population, partly because of the big export of our products, everything is very expensive here, prices about 20 to 30 per cent, sometimes even 50 per cent, higher than in normal times.

On account of this, those who have

a fixed salary must dispense with many things they formerly could obtain, and gradually it will be necessary to raise these salaries, which, however, again will make the products more expensive. This is the well-known vicious circle and one of the biggest economical problems.

The allies and the central European powers need a tremendous quantity of dairy products, vegetables, meat, straw, horses, etc., and all these we can furnish.

Needless to state that our merchants do their best to make money, and, I regret to say, some are not very particular about the means they employ to get a bit of the pie. These belong principally to the small men. The old-established firms make money, too, but in a perfectly legitimate way.

In order to control the export of imported goods, the Netherlands Oversea Trust Co. (N. O. T.) was incorporated, and this institution, which is led by some Holland captains of business, makes it possible for us to run our business as if no war exists.

It has been said that the N. O. T. is an English concern. I can, however, guarantee that is perfectly national and a blessing to Holland trade.

Some centuries ago the Hollanders were "the freight carriers of Europe," and it looks much as if we are going to get this title again.

Because of the war, so many ships have been captured, laid up, interned and sunk, and, on the other hand, such a large amount of tonnage is required for transportation of troops and munitions, that there is a tremendous shortage at present.

Our big steamship companies, of course, make most of this and obtain freights they never dreamt of, four and more times above normal.

This also brings a lot of money into Holland and big dividends have already been declared.

On the whole, I think that Holland, provided it remains neutral, will see a business boom such as it has not had since the war of 1870. The energy developed here is very promising, and, if the Hollanders will show that they have the strength necessary to bear unusual prosperity, there will be a very good opportunity to do business here also for American manufacturers.

That the office appliance trade in particular benefits by a prosperous state of affairs in general, certainly needs no confirmation.

There is a real boom in our trade just now, and the man who has the right stuff gets the business, regardless of price.

Office Appliance Manufacturers of America, it is up to you to get your share!

MORE ABOUT BUSINESS CONDITIONS IN HOLLAND

By Jan de Flines, Blikman & Sartorius,
Amsterdam.

"Business conditions in Holland are good, but abnormal. A small part of the population do big business; the greater part are doing a good business, though it is not as it used to be.

"With regard to the office furniture and typewriter trade, the situation seems to be more hopeful, and it seems that this line of business is improving. Much more business could be done if the shipments from America and England were not seriously handicapped by the shipping conditions; for it is a fact that shipments from America now-a-days take several months before they are here in Amsterdam. Besides this, the costs are very high by reason of uncertain rates on freight and insurance, and the different guaranties on bankers."

ICELAND

War Compels Icelanders to Turn to America.
By Olafur Johnson, O. Johnson & Kaaber,
Reykjavik.

MY firm has for a number of years had the pleasure of doing business with America, but the great obstacle used to be the lack of any direct sailings between Iceland and America. Being, however, very anxious to develop trade between the two countries, the writer made a trip to America in May, 1914, and during his stay had the pleasure of laying the foundation of the business now existing between Iceland and America—a business which has flourished far beyond expectations.

When the war broke out in the summer of 1914 the Icelandic Parliament was in session, and it was feared that owing to the war our communications between Iceland, the United Kingdom and the Scandinavian countries might any day be seriously handicapped or even entirely stopped and our country thereby become short of food. In this impending emergency it was decided to send a steamer over to America to bring home a cargo of flour, corn, etc.

The writer, having formerly visited America and having already made good business connections there, the Icelandic government approached my firm regarding the proposed sending of a steamship, with the result that we again chartered the Norwegian steamer "Hermod" for the government, and the writer hereof, with Mr. Sveinn Bjornsson, a member of the Parliament, went over to New York on the "Hermod" and there purchased the necessary supplies.

From Iceland to New York we carried a cargo consisting of some 1,200 bales of Iceland wool and 3,400 barrels of salted Iceland herring, which goods were disposed of by the writer upon arrival in New York. The wool was sold in Boston and the herring in Chicago. The prices obtained were, under the circumstances, quite satisfactory.

This was the first direct sailing between Iceland and America since the old days of the Vikings!

Last spring in the month of May another trip was arranged by the Iceland Steamship Company, a newly-established enterprise. They sent over their new steamer, "Gullfoss," which carried home a full cargo of flour, rolled oats, coffee and general merchandise. The firm of O. Johnson & Kaaber of Reykjavik took about four-fifths

of the cargo, the remainder going to sundry receivers.

Another trip has been arranged by O. Johnson & Kaaber to start immediately, our firm having chartered the steamer "Botnia" for one trip to America and home again. The cargo from Iceland consists of 5,100 barrels of salted Iceland herring, which are sold to a leading fish merchant in Chicago. The cargo from America will consist of flour, oats, coffee, leather and petroleum, about three-fourths of which we have sold to the Icelandic government.

Olafur Johnson, Reykjavik, Iceland.

Thus direct sailings between Iceland and America have come about, and I have every reason to believe that we will in future years do quite a considerable business with your country, relying on all possible assistance from your side. What is particularly necessary, however, is the development of a good market for Icelandic products in America. The principal articles we export are salted and dried fish, salted mutton, cod liver oil, salted sheepskins, wool and eiderdowns. We already have a good market in America for our wool and some of our salted herring, but to be in a position to keep up regular, direct sailings it will be necessary for us to have a market for our other fish products, such as cod, large and small, haddock, saithe and ling, salted and dried. Whether it is possible that we shall get as good a market for these products in America as we have in Spain and Italy remains to be seen, for this subject has not as yet been properly investigated.

Another matter which is of great importance in the future development of trade between Iceland and America is the appointment of an American consul. The need for such an officer has been evident, especially since direct business between the two countries has been established. Documents such as consular invoices, declarations of every description, etc., must now be signed by consuls of other nations. Great Britain, Russia, France, Germany, Sweden, Norway, Belgium, Holland and Italy are all represented in Iceland, and three of these, i. e., Great Britain, France and Norway, have consuls of the first class.

The fact that American banks have not had connections with the banks of Iceland has also been a handicap upon trade between the two countries. Because of this lack of banking facilities bills of lading and other documents have hitherto had to go through Copenhagen or London banks. This matter has now, however, to some extent been brought into better order, for the Guaranty Trust Company of New York has recently established a direct connection with the Islands Bank in Reykjavik.

With regard to the effect of the war upon business in Iceland, it cannot be said to have been bad commercially. In general, the country has made quite a lot of money directly as a result of the war, as all Icelandic products have since the war broke out commanded prices far beyond anything ever known before, and although the advance in the prices of foreign goods has been general, the difference has been by far in favor of Iceland. Since the war commenced I have not heard of one single failure among commercial people in Iceland.

Regarding conditions of trade in office equipment in Iceland, business is gradually getting better and better owing to increasing demand from year to year. This improvement is due in part also to the growing tendency of Icelandic commercial and professional people to modernize their equipment. There is already quite a good market in Iceland for typewriting machines, although, of course, the field is limited. There is also a good market for safes of every description. Loose leaf bookkeeping systems are still unknown, but they will undoubtedly make a place for themselves here as they have in other civilized countries.

Any American firms who desire to do business with Iceland in any kind of goods, whether of American or Icelandic origin, will find it advantageous to direct their communications to Messrs. O. Johnson & Kaaber, wholesale merchants and commission agents in Reykjavik, Iceland, who are most anxious to develop trade between Iceland and America, and will at all times be pleased to give any information desired. —OLAFUR JOHNSON.

INDIA

By C. H. Haslewood, Calcutta, Special Representative of the Royal Typewriter Company in India, Ceylon, Burma, Straits Settlements, Federated Malay States and Siam.

"YOUR letter of the 19th of August addressed me at Colombo reached me in Calcutta, and as Calcutta is a much more important center I propose to deal with the questions raised in regard to India instead of Ceylon.

"First, let me preface my article with the following: Where there is no absolute specialist in the office appliance industry—I mean a firm or firms devoting their exclusive energies to the sale and exploitation of office appliances—it is difficult to form a reliable opinion. You would not go to a blacksmith to buy a piano any more than you would expect a piano dealer or an auction mart to be able to push and feature the various articles embracing, or which go to make up what legitimately comes under the head of office appliances.

"In other words, what few firms feature office appliances, if featuring it may be called, in India today, are unfitted for the task of self-imposed. To sell office appliances you must know, first, the class and quality of your goods; second, you must know who is your most likely buyer, and, third, and last, having your buyer in view, you must have that convincing, arresting, compelling talk that begets sales.

"Therefore, trade in office appliances has so far been spasmodic. One has to choose for agents between the large and old established firms interested in many other larger and more profitable lines, and who only take up an agency for a line like office appliances in a half-hearted manner by leaving the selling to the care of a junior in the firm who may or may not make a success of the

business (my experience has been that it may be pushed for a time and then dropped for some later agency), and

"Second, by the appointment of a smaller but more energetic firm, but who cannot afford to buy on the usual American terms in sufficient quantities, and work on a large enough scale to achieve success, the business always remaining small.

"Third by the appointment of a purely native house, whose entrée is seldom good enough to secure government orders, in this country the biggest buyers, or to get the business of the large banks, corporations or mercantile houses.

"Fourth, by the appointing or rather opening of direct branches in the main cities. As business is at present it would be very difficult to make such an arrangement pay, as the initial expense as compared to the amount of business possible in any one branch of office appliances would be quite out of proportion, and has not been proved a success by those firms who have tried from time to time.

"The result is that American houses have become disgusted with the results and devote their energies to fresh fields with brighter prospects, and, if asked their views of the Indian market, damn it eternally. Whereas, this should not be—India is one of the biggest buyers in the world's markets, and a properly organized firm specializing in office appliances should have a big future before it.

"But you will say after reading the foregoing paragraphs, 'On what lines do you propose to establish such a connection, as you have dealt with the present prospects and found exceptions to all of them?' In reply I have to say that your letter came at a very opportune time, as I am arranging in conjunction with another energetic man to open a business devoted entirely to office appliances, provided we can get the right support of the American manufacturers on the lines set out in the enclosed."

The substance of the enclosure to which Mr. Haslewood refers is as follows:

"Subject to our being able to secure the necessary support for the furtherance of the project in hand, our proposals are as follows: We wish to represent a few first-class houses exclusively, each a specialist in its respective manufactures. No two firms will be accepted manufacturing similar or opposing lines.

"For our part, we are prepared to open an office with a large and imposing floor space for show room purposes in the heart of the business quarter in Calcutta (India's leading and most important city), and branches throughout the country as may be required. Therein will be displayed to the greatest possible advantage the specialties of the various firms. The service and attention will be effective in every sense of the word, the show room salesmen being experts in effective and aggressive salesmanship.

"Expert European travelers will be employed to canvass the whole territory in a systematic manner. A synopsis of their reports will be submitted to the respective firms concerned month by month.

"An advertising campaign conducted by an expert who is thoroughly in touch with the local markets and conditions will be carried through, not only in the press by way of advertisements and write-ups, but by circularizing. One-half of the subsidy (hereinafter referred to) will be expended on this item alone.

"We have gone into facts and figures and we are prepared to expend on the above items not less than $3,000 gold per month for one year, in the interests of the American manufacturers, provided we are assured of genuine and forceful support.

"In consideration of the foregoing we invite you to become one of the interested corporations upon the following terms:

"You to supply a complete range of samples for exhibition purposes free of all cost, to be held by us in trust to your order. Also a generous supply of all advertising media and copy as now used by you, together with cuts, etc., for illustrating in the press.

"We have gone into the figures and are of the opinion that your share towards the big boost in American office appliances should be $500 gold per month, payable quarterly in advance through the International Banking Corporation."

Mr. Haslewood's full plan was outlined to the American consul-general in Calcutta, the Hon. James A. Smith, who wrote a letter to Mr. Haslewood expressing the belief that his scheme is a practical method of increasing American business in India in office equipment lines. Mr. Smith expressed the belief that an energetic and responsible agent in India who is in a position to show prospective buyers samples of goods he has to sell, and is willing to spend money to advertise his wares and push their sale by personal representation, can accomplish much more in the way of increasing trade than by any other method, and that the market in India for office appliances is largely undeveloped. He voices the hope that it may be extended by practical methods such as are above outlined.

ITALY

Some Essentials in the Promotion of American Business in Europe. From an Interview with Piero Castelli della Vinca, Milan, Italy.

THERE are several essentials in the promotion of proper business relations between different countries. One of the first of these essentials is to know the language of the country where one would sell goods. If the salesman cannot talk the language of the country in which he is selling his goods, he cannot properly demonstrate the goods or machines he is trying to sell. One must remember that an interpreter is simply a paid man. He cannot get the life and spirit of the original speaker into his work. That which is clear and full of enthusiasm in the original, when transformed through the medium of an interpreter into another tongue may be flat, uninteresting and without force or conviction. Therefore it is a good plan to send to Europe representatives who speak the language of the country, at least well enough so that they can be understood and can express themselves with clearness and force.

A very important consideration for American manufacturers is the appointment of capable agents. Indeed, I believe that good agents are as important as good machines, for the agent abroad takes all the risks and bears all the expenses, in most cases, of marketing the devices which he represents. If he is lazy or incompetent, or if his resources are small, he cannot put the work into the agency which is demanded to insure complete success. A successful agent must be honest, energetic, and possess

sufficient resources to cover the territory thoroughly, to advertise the goods after the manner of the country, and to see that no opportunity for their sale is overlooked.

Another big essential in the successful conduct of American agencies in Europe is co-operation with agents. When the American house sends someone to Europe, its representative should be prepared to post the agent appointed on the operation of the machine, and make him familiar with its different parts and with the principal considerations which will come up in repairing the machine. It would be of advantage for him to remain with the agent for a few weeks, traveling with him throughout the territory, meeting sub-agents and giving them suggestions and, finally, following up the work with the idea of helping the sub-agents to market their line. The person whom the American manufacturer sends to Europe should be above all things a gentleman, capable of making friends of the agent and all the sub-agents. He should use every endeavor to build up his business on a basis of friendliness and personal regard and should co-operate with his agents and sub-agents in every way possible. I need hardly add that the American representative should be a man whose manners are perfect and whose tact and perceptions are keen. He should be able to hold his own socially in any company and under any circumstances. Unfortunately, however, too many American firms send to Europe representatives who live up to but few of the points mentioned above. These men come with the idea that as "live wires" they can work some wonderful magic and "put it over" the Europeans, as I believe the American expresses it.

Piero Castelli.

Now is the accepted time for American manufacturers to lay the foundations of future business in Europe. On account of the war almost no one is trying to obtain agents in Europe, hence if American manufacturers enter the European market and do preliminary work they will begin to reap their rewards as soon as the war ceases and business begins to resume its normal tone. The ground should be prepared now and good agents should be appointed against the time when their efforts will bear fruit.

With regard to the matter of credit, I do not think it would be advisable, owing to present unusual conditions, to grant any credit until six months after the war, at which time good credits can be made. By good credits I mean not small credits but credits of reasonable proportions. No one expects credit at the present time when actual money is more difficult to obtain than in normal times.

American manufacturers I believe fail to understand European conditions because they are prone to compare them with conditions in the United States. In Europe advertising is not so general as it is here. Its influence is less felt and the distribution of advertising media is not so great. I can illustrate this thought by this suggestion—that if in America returns from advertising are, for instance, as one to twelve, in Europe they will be as one to one hundred. Likewise prospective customers in America are more numerous than they are in Europe. The proportion is far greater in America than in Europe, and follows somewhat the same figures as I have suggested for the returns on advertising. This means that the agent, who usually must bear the expense of marketing the machine which he represents in Europe, is saddled with a far greater proportionate expense than a similar agent in America, for he obtains none of the advantages of the manufacturer's American advertising; the machine is not known throughout the length and breadth of the land, but he must begin at the bottom and build up a new structure, introducing his machine among a people who are not familiar with its advantages and among whom the prospective purchasers are perhaps not more than one-fifth as numerous as they are in America.

It would be of advantage for American manufacturers to increase their discounts to their general agents, since the general agent must not only take care of his own profit, but he must promote the sale of the goods and have left for his sub-agents a margin which will be sufficient to attract them. With all this expense it is no wonder that agents in Europe find it difficult to make money on many items of American manufacture. If the American manufacturer could find a way to co-operate with his agent and bear part of the expense of advertising and promotional work, it would be of great advantage to everyone concerned in the long run.

Finally, while the war continues, I would suggest a way by which machines may be sold to agents in Europe, so that it would be easy for the agent to take care of a comparatively large purchase. Some important shipping agents like the American Express Company have offices in all the principal centers of Europe. They not only do a carrying business, but also a banking and a storage business as well. If agents in Europe—each at some central point in his respective country—could have a certain number of machines shipped, it would be found that, while it would be a hardship to pay cash for the entire lot, the machines might be forwarded to a shipping agent in the agent's city. The agent would have to pay in advance only the freight and duty on the whole shipment and later take up the machines in lots of five or ten as required, payment of the invoice value of each lot being made on delivery of the goods, the cash for each lot to be forwarded by the shipping agent to the manufacturer. This method would offer entire safety for the manufacturer, would permit the agent to take and pay for the machines as he required them, and I venture to say would result in doubling his business by reason of the fact that he could take and deliver machines as he sold them without waiting for months for a supply to be shipped from America.

I make these suggestions with a cordial desire to promote business between the United States and Europe. It is for that purpose that I am now visiting America, for I realize that the time is now most opportune to begin the upbuilding of a large and profitable trade between the two continents.

WAR'S EFFECT ON ITALIAN TRADE

As Seen by Damiani & Giorgio, Venice, Italy.

WE ARE great admirers of the American people, whose character, principal business methods, precepts and organization we highly esteem. Our firm has closely followed the development of business systems in Europe and America, with especial reference to the practicability of these systems under the laws and commercial customs of Italy. We will therefore give our modest opinion with sincerity, with the object of doing good and increasing, if possible, the development of international business relations.

We will speak at this time only of articles which directly interest the readers of Office Appliances, that is to say, of the articles which have to do with the office equipment industry in Italy, omitting such considerations as might refer to other articles of American origin for which a market exists in Italy. We rather doubt that there are many Americans who are well informed of the commercial progress which Italy has made in the last fifty years—a progress which has been particularly marked during the last twenty years. Americans come to Italy, it is true, in great numbers, but they seem to consider this journey merely as a pleasure trip. They regard Italy as a beautiful country where they can get fresh air and enjoy themselves; indeed, it may be said that they create an American atmosphere outside of their own country, little heeding what may happen around them, and not noticing the commercial, industrial and economic development of the country in which they are staying.

We have had the opportunity to approach several prominent Americans of various commercial branches, and have found that nearly every one of them views matters in the same light and has a like opinion of Italy. They still consider our country as it used to be many years ago when the unity of Italy was not an accomplished fact; they still make a great distinction between the north and the south, and retain many prejudices against the moral qualities of the Italian people. All this is based on an erroneous conception. Whenever we have occasion to meet with such impressions we have tried hard to change these wrong views by showing matters as they really stand. Generally we have succeeded in convincing people; indeed, it is not hard to do so with actual facts on hand.

We want everyone to know what Italy really is. We want to bring to general cognizance the fact that Italy is a resurrected country, prosperous and flourishing; a young country which has successfully worked out her own independence, and is deserving of the utmost credit, esteem and consideration. We could point out a number of cases in which our American friends have shown a poor opinion of the Italians and of their ways in general, whereas after they have spent some time in Italy they have found things to be quite different from what they thought. Although Americans are a very positive, straightforward and serious people, and correct in all their doings, they often create an opinion of their own which they will not readily alter.

Attilio Damiani.

Antonio Giorgio.

We take the liberty to say that sometimes this kind of intransigence serves to hinder American interests, as it often happens that a change in the reason which caused a certain fact must provoke a corresponding change of opinion.

This said, we will pass on to answer your questions:

The present condition of the office equipment industry in Italy is about the same as it was before the outbreak of the European war, August, 1914, and before Italy entered into the campaign in May, 1915. The terrible events which have upset all Europe have no doubt affected for the moment all commercial conditions. During the first few weeks of the war commercial life in Italy was nearly paralyzed—we say a few weeks, for it really did not last longer. The European war caused a deep impression in Italy, as well, we believe, as in every other country of the world, but deeper still on the Italians, for we all knew that we could not remain outside of the conflict very long as the interests of our country would call everyone to take a direct part. During the entire month of August business remained at a standstill, so much so that our government had to make new arrangements, which afterwards proved to be practical and useful. When August was passed and the government had taken action to maintain a vigilant, armed neutrality, Italian trade gradually became normal, and apart from the difficulty due to the stoppage of free exchange between states, everything went on successfully as in times of peace. Of course, some branches of commerce that were progressing slowly before the war sud-

denly thrived, while others that were flourishing in normal times became depressed, so, while some improved their trade, others suffered. On the whole, it may be said that during the period between the outbreak of the war and the direct participation of Italy in the conflict (about ten months) everything was practically normal with the exception of the first few weeks.

Italy's entering into the campaign made no change on the country. The war was expected by everybody and considered an absolute necessity for the reconquest of our natural frontiers and the return to the mother country of our brethren so long under a foreign government, and for other considerations of righteousness, justice and freedom. The Italian war has not brought substantially great consequences. If anything at all it has been good for the people, who have learned to love each other, encouraging the strong and helping the weak.

Of course, some zones have been affected more than others. Ours, for instance, has suffered the most, being situated in the actual war area. We do not consider American interests compromised by the present state of affairs. In some ways they may be damaged, in others improved, as we have mentioned previously in connection with our own industries. However, one thing is certain—that is, that those who continue to work as usual and are not diverted by newly acquired interests in relation to military supplies, must hold their position firmly and improve it if possible. The only way is for American industry to appreciate fully the position of Italy and not give ear to the rumors concerning commercial depression and financial instability spread about by malicious tongues and emanating from doubtful and inimical sources. In fact, we think we are right in saying this is a propitious moment for America to push the introduction of office supplies in Italy. In this line, Austro-German enterprise was a very great competitor, and we do not think we err in stating that 40 per cent of the total importation of such requisites in this country came from Germany and 10 per cent from Austria. Americans should grasp the opportunity and push their goods to the utmost, especially as they can count on Italian good will toward American products.

One of the things which has aided Germany greatly in the past in her commercial propaganda was the matter of extensive credit. The Germans not only allowed long and easy terms of payment, but also established adequate depots of supplies all over the country, dividing the country into various agency districts rather than centering all under one head, thereby stimulating the competitive efforts of the individual centers, with much profit to the exporting firm.

We cannot but approve the wisdom of this system, even if promulgated by a country against which we are fighting today. We are of the opinion that America should take these methods into consideration and act on them without awaiting the possible forthcoming considerations which might diminish future prospects.

The world is not as wide as it used to be. Facilities of traveling have to all intents and purposes decreased distances so that America is now little further from Italy than European countries.

The effects of the war in regard to credit and payments are of little importance. The reasons above mentioned tend to show that trade is none the worse, so we can affirm that the financial cycle has not been at all affected, but continues with regularity, and we are proud to say that the Italian customer still holds high the honor of his signature. Our firm has, at this particular moment, adopted the system of extending credit as much as possible, helping the weak and encouraging the strong.

When the war is over everyone will come here to see to his interests. We ask—why not come at once? In Italy one lives well in an atmosphere of faith and enthusiasm among a people who are fighting for the triumph of what they regard as matters of right and civilization. Our war goes on well although it is delayed on one of the most difficult fronts, being to a great extent mountainous and snow-covered territory, and our brave army is confident of final success.

JAVA

Something About Business Opportunities in This Large and Important Island. By L. Zecha, Soekaboemi, Java.

Note.—Among the friends from abroad who have recently visited Office Appliances none has been more sanguine as to the present opportunities for American manufacturers than L. Zecha, who gave us the material for this article. Mr. Zecha is proprietor of the Soekaboemische Snelpersdrukkerij and managing director of the Mataram Tea Planting Company. The Soekaboemi Printery issues a weekly newspaper and does printing and binding job work of all kinds. An office equipment store also is maintained at Soekaboemi with a branch at Batavia and salesmen covering the island.

Mr. Zecha is on his second visit to America, a part of his second trip around the world to study business conditions. On this trip he visited the exposition at San Francisco. Then he made his headquarters for the Middle West at Chicago and from that point visited a number of cities in Illinois and neighboring states to make arrangements for agencies of American lines. At present Mr. Zecha is staying at the Knickerbocker Hotel, New York, making that his eastern headquarters.

Among the countries other than the United States in which Mr. Zecha has studied business conditions are: Holland, England, France, Germany, Belgium, Austria-Hungary, Switzerland, Italy, China and Japan.

Mr. Zecha avails himself of this opportunity to express his appreciation of the literature and samples which office equipment manufacturers have sent him in care of Office Appliances. Each proposition will be carefully studied by Mr. Zecha and as time permits he will write to manufacturers in whose lines he is particularly interested.

TO MANY Americans the mention of the island of Java may summon only a vague idea of a country which produces a good variety of coffee. And Java is justly famed for its coffee. Furthermore, there are indications that in the not distant future Java tea will be held in as great esteem as Java coffee, for the tea exhibit from the island of Java was awarded the grand prize at the Panama-Pacific International Exposition just closed at San Francisco.

However, this article will have accomplished much if it succeeds only in awakening some American manufacturers to the fact that Java presents a market well worth study and cultivation—a market from which European manufacturers have in the past made millions, yes, I dare say, billions of dollars. There is no reason in the world why American manufacturers and exporters should not also find Java a most profitable market.

Java is an island of the Dutch East Indies group. It lies between Asia and Australia. The population of Java and its companion island Madura, is about 35,000,000. The

province of Batavia has about 2,000,000 inhabitants. The city of Batavia is the capital of and the largest commercial center on the island. Preanger, the province in which Soekaboemi is located, has a population of about 2,600,000.

The larger part of Java's industries is, of course, essentially agricultural. Among the more important crops raised are: Coffee, tea, sugar cane, tapioca, rice, rubber, and tobacco. Of recent years, however, some manufacturing industries have been established on the island and give promise of becoming permanent and profitable factors in the industrial activities of Java. Chief among these manufacturing industries are: The making of strawboard from rice straw, citronelle grass, and lalangs grass, and the milling of tapioca flour both for starch-making and for baking-flour.

L. Zecha.

Conservatism may be said to be a dominant commercial characteristic of the people of Java. But this is a tendency which may operate to the distinct advantage of American manufacturers as it has hitherto to great advantage of European manufacturers. Europe formerly supplied Java with many articles for which Java is now looking to the United States, and as a result American manufacturers have open to them an unparalleled opportunity. If American firms will grasp their opportunity and establish their lines in the favor of the buyers of Java they will find that this same conservatism will protect them later on even in the face of competition from lines which sell at lower prices, for once the people of Java become accustomed to the use of an article which serves their purposes, it is very difficult for a competing product to break into the market.

In conclusion it may be stated that Java is recognized in Europe to be a progressive country which furnishes a good market for anything modern and suited to its purpose. Among the important buyers of office equipment are: The government offices; the railroads, which are owned in part by the government, in part privately; plantation owners and managers, merchants and business men, import and export houses, etc.

JAPAN

Suggestions Regarding the Japanese Market.
By Z. Ito of Itoki-Shoten, Osaka.

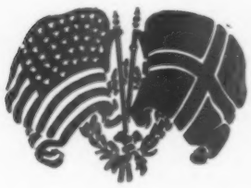
"THE demand for improved American office equipment is daily increasing here to a magnitude consistent with the progress of this country, but dealers in these goods are few and most of the articles in question are sold by the big stationers of our important cities and towns. Office equipment of foreign make is imported from America at comparatively small expense and very few office articles of this kind are brought from Europe, with the exception of stationery goods. Typewriters and other complicated office machines are still imported from foreign lands, but many cheap goods which have been heretofore bought abroad are now being made in Japan. Under these circumstances what we as importers of American articles expect of those who supply us is that they shall always supply goods of first-class quality, and, furthermore, that they will exercise constant diligence in making improvements in their goods.

"As most of the office appliances used in Japan are imported from the United States, the present European war does not give us any benefit, but the unusual fall of the rate of exchange, war risk insurance, and heavy advances in freight rates make the cost of these goods considerably higher and tend to discourage the business. Inasmuch as the war has discouraged the trade in this line of goods in the manner mentioned above, credits have been shortened and collections are rather slow.

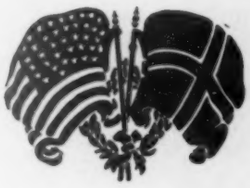
Z. Ito, Osaka, Japan.

"We have found that most American houses who supply foreign trade give only one price to buyers, that is to say, they quote the same price to wholesalers that they quote to small buyers, therefore the wholesalers cannot get sufficient profit to enable them to carry a good stock of appliances. This is one of the most important things which require immediate attention on the part of all those who supply goods to their trade abroad. Without suitable support wholesale houses in Japan cannot help in developing international business relations.

"The best way in which American companies can obtain reliable credit ratings of houses abroad is to fill orders promptly with goods of first-rate quality and to maintain that quality. They should sell these goods at moderate prices as compared with competing houses, bearing in mind that their old customers and the big buyers as well must be protected in the matter of price. The best way to protect wholesalers is to give graduated discounts based on quantity or amount of orders, since the wholesalers are bigger buyers than retailers or consumers."



NORWAY



By Thorvald Beyer, of the F. Beyer Company, Bergen, Norway.

"I KNOW nothing to add at present to my article of last year, except that I should say that the present war rather increases such opportunities, inasmuch as imports from the belligerent countries are rather hampered by the war."

In Mr. Beyer's previous article (December, 1914, page 50), Mr. Beyer related in a most interesting way some incidents of his earlier life and of two years which he spent in Chicago as a member of the staff of Cameron, Amberg & Company. After giving a short history of his house and general observations on conditions in Norway, Mr. Beyer concluded his article of last December with the following observations:

"I trust that from the facts given above your readers will gather that through my business and that of my competitors, of which one always has a sufficient number, the business houses of this town with its 80,000 inhabitants have been given a fair opportunity to equip their offices with modern appliances. Such, of course, has always been the case in our capital, Christiana, and because of its size (it being three times as large as Bergen) and its greater proximity to, and better connection with, Europe, especially Germany, opportunities for development have been more ample there than here. Perhaps, just because of its geographical position, the fact that it is the capital and leading town of Norway, German manufacturers in the stationery line on the whole have been and are predominant in our country. Of course, cheapness of prices accounts greatly for this, too. At all events, at the present time most of the modern office appliance systems and time-saving devices are known in all the large towns of this country, though not yet so readily adopted and easily introduced into large business houses as in towns of similar size in the United States. There is no doubt, however, that as facilities for trade, inland and abroad, develop favorably in this country as in others, when new steamer lines are established and new railways are built, the business rush resulting therefrom will bring about a greater demand for modern office equipment in Norway than has hitherto been experienced. There is in our country undoubtedly a market for American manufacturers in this line, but only, of course, a comparatively small market, as the population is small. But above all, whatever market there may be here will be dependent on the prices of the goods offered, as it is well known to all American manufacturers in the stationery and office appliance and office furniture lines, that the Germans are very quick in imitating and copying any new system or device in this and other business invented in your country. As is also known to you, the Germans work hard and at low wages. They have most raw materials needed for this sort of manufacture in their own country, and as their position is nearer to us than yours and the freight therefore from Germany to Norway lower than from your country, they will be hard competitors to beat."

Thorvald Beyer.

RUSSIA

Land of the Czar a Great Field for American Products. By J. Block, Director, The J. Block Company, Moscow.

YOU are interested in the present conditions of trade in our country and would like to learn the best way to develop the commercial relations between your country and ours.

We are accustomed to associate with a big war an idea of utterly destroyed trade, of suppression of all industries not aiming directly at war and war supplies, of concentrating the entire activity of a warring nation on one military focus. Will it therefore be worth while to try to depict the present conditions and think of developing commercial relations between a European country and yours at the time of universal cataclysm, in the evil days, when most of the European nations are drenched in blood and exert themselves in a merciless struggle?

Strange as it may seem, I must answer this question in the affirmative, and say that you have chosen a very appropriate moment.

I believe I may claim a comprehensive knowledge of the question you are touching upon, because the problem to find "the best ways to develop commercial relations between Russia and your country" has been my life's work. I have been at it since 1876, and nothing but pioneer work has been my task. I began with the introduction of the well-known American Fairbanks scale. Today it is a household word with us and is used almost exclusively on all Russian railroads, but to accomplish this was a hard task and required a special law for admitting it officially.

The Columbia bicycle followed in 1880. It was little less than a prodigy here.

Five years later I undertook to introduce the Remington typewriter, after having reconstructed it for the Russian alphabet, which contains ten letters more than the English alphabet. The Remington became the official typewriter of the Russian government, and soon thousands of them were in use in different departments. A special order was issued by Czar Alexander III. that all papers laid before him must be written on the machine, whereas

at first in some cases the courts refused to acknowledge documents printed on a machine.

In the meantime my mind was turned to Central Asia, where the natives planted some cotton and ginned it by hand. I introduced the American cotton gin, which afterwards revolutionized the cotton market of Russia. Today the entire cotton crop is ginned on American gins and Central Asia has been spangled with ginning plants and outfits, mainly delivered by us.

The Remington typewriter was the leader of a vast family of office appliances. I shall mention only the Amberg letter file, which had to be remodeled for the Russian alphabet; the Edison mimeograph, taken up after my personal acquaintance with the inventor (who had kindly presented me in 1889 with his latest invention, the phonograph, for the purpose of demonstrating it to the Czar and the scientific and musical societies of Russia); the Derby desk, Globe-Wernicke sectional book cases, the vertical filing system, the card system, the Roneo duplicators and copying machines, Arithmometers, and, crowning all this work, the Burroughs adding machine.

To successfully introduce such a variety of machines and inventions one man's life is too short and it required help to achieve what we did, because in every instance it meant to educate and re-educate the masses. But observing the present conditions in the light of forty years' experience, I cannot but feel somewhat bewildered by the changes which have taken place and how much easier it is today to achieve something in comparison with the former expenditure of energy and perseverance. The field is now prepared. The public, moved by the unexampled tragedy, longs for better things that genius and practical sense have been capable of inventing.

Apart from this psychological point, all practical and financial conditions, in spite of the war, or perhaps, thanks to it, are at hand. In view of the fact that many men are engaged at the front, salaries and wages have been increased everywhere, abolition of the liquor trade has multiplied the buying power of the nation, and suppression of German import has freed many financial resources that are lying idle. Who could more appropriately fill the vacant place than Uncle Sam?

But, in order to rationally develop relations, the American business men should study and improve the principles of their predecessors. A short summary of same follows:

1. Study regularly the market and its wants **on the spot** by sending over able business men who know the Russian language. (This was not done until recently and we frequently had to visit your manufacturers so as to remain in personal touch with them. We have tried to overcome the existing difficulties that way. Of course this plan is by far less thorough and satisfactory. It is but a palliative measure.)

2. Adapt yourselves to the requirements and peculiarities of the country, by willingly making necessary changes to suit the needs, tastes and fancy of the dealers and consumers.

3. Adapt terms of payment and other conditions to the peculiar conditions prevailing in Russia. A very long credit, often exceeding a year, was granted by our neighbors, which is customary in this country.

4. The same refers to the style of packing, enveloping and other refined small peculiarities to facilitate the sale over the counter. Our public is rather lazy and has some aesthetic propensity.

5. Facilitate banking transactions, **by establishing branches of your banks in Russia,** so as to have direct connection with your country, instead of being obliged to transact through London bankers.

6. Your government should establish **commercial agents** at Petrograd and Moscow, who could help to overcome the difficulties constantly springing up between the customs and importers, facilitate shipping and insurance possibilities.

7. Establish an American association of trade in Petrograd and Moscow.

These are general requirements which would aid considerably the introduction of American goods into Russia, and establish and develop lively business relations between the two countries.

As to the office equipment trade, there is little to add to the above. The importing of American furniture has abated in latter years on account of the great increase of prices and heavy duties, but typewriters, duplicators and supplies are sold in large quantities. On the whole the war has **increased** the demand considerably. Credits have gone back, but the customers need less credit because they dispose of ample funds, and collections are pretty good. To get reliable information about credit ratings is, on the whole, a difficult problem with us. This is a weak point in Russia. Today there exists but one commercial agency; its information must be supplemented by communications, obtainable from banks and big commercial houses. Of course, every applicant must give references of his own.

On the whole, I believe that after the war trade will develop by leaps and bounds, and the American firms that do not lose time, and form connections during the war, will reap a great benefit from it.

SWEDEN

A Little Suggestion as to the Development of the Swedish Market. By Carl Lundgren, Gyttorp, Sweden.

THE office appliances business in Sweden is one of the businesses that has been stimulated by the war. It seems as if the businessmen are preparing themselves to be able to take care of their part when the war is over, and as if the war has opened their eyes for the possibilities of the country and the advantages of its location as a transit for goods to Russia and Finland.

Without doubt, this is the cause for the demand of better office appliances and new selling methods, and this again effects the sales of new machines and furniture for the offices.

Thus the increase of the business is caused by changed conditions. It is not due to any more lively efforts of the salesmen and it has not been stimulated by any heavy advertising or educational campaigns. The businessmen wanted more efficient methods and when they had laid down the new systems, they started to find out if, somewhere, there were any appliances that could help them

along. The business came—it was not sought for. This brings out the point I want to emphasize.

Every experienced salesman who has been selling office appliances knows that the right way to go about selling an improved typewriter, adding machine, printing machine, etc., is to show the prospect a better way of doing a thing than the way he is doing it now, or to interest him in a new office system, selling system or something which will suit his needs, and then show him the adaptability of the machine for this work. There is no better way, nor any way just as good, but, curiously enough, most salesmen do not use it. And the reason is simple: They do not know anything about modern methods and even very little of the advantages and selling points of their own machines.

If anything like this had existed in America, the fault would rest with the sales manager, but, here in Sweden, where the staff of most firms in this line consists of the owner (who, in many cases, is engaged in another business), and one or two salesmen; or where the office appliances business is a sideline to any other kind of business and is taken care of by a young man of about twenty —who is really to be blamed then?

Most of the business men over here know the English language, and so do many of the salesmen. If the American manufacturer would have the forethought to send to his agent over here some of the booklets and pamphlets he is throwing to the right and left in his educational campaign in America, and send plenty of them, even if they were to be charged, what a help it would be! Booklets and advertisements are easily translated, if needed, and, if the manufacturer went a step further and supplied his agents with the electrotypes he himself has been using, he would not only get his agent's good will and find a close co-operation, but also profit by larger sales. This need not involve heavy expense. Some of the American exporters co-operate with their agents in this way, and the result is easily noticed, but, as a rule, they do not give the representatives the assistance required for creating and developing the demand for their articles. Not even all of the manufacturers who have their house-organs published at frequent intervals, send over a sufficient number of these publications to enable the general agent to distribute them among the sub-agents. And that is why many good ideas and excellent selling points never get any further than to the office of the general agent.

As long as the American manufacturer employs a staff of experienced copy-writers and salesmen, why not let his foreign agents have the benefit of their work and ideas? In most cases they will make the most of it.

SPAIN

Spain a Fertile Field for American Commerce, by United States Consul Wilbur T. Gracey, in the Commerce Reports of the United States Government. Mr. Gracey's Report is Dated September 1, and Was Sent from Seville, Spain.

THE success achieved recently by American commercial travelers who have called at the Seville consulate has made it evident that, at present, there is an exceptional opportunity for the sale of various classes of American goods in that district if merchants will go after it in the same way they do in the United States. A traveler in the hardware and machinery line came to Spain after a tour of several months through Russia, Switzerland, Italy and France, expecting to pick up a few orders en route from the north to Gibraltar, where he intended to take a steamer to return to the United States. He was astonished to find Spain the most fertile field for orders in Europe. In a hurried trip through the Spanish cities, covering less than three weeks, he had taken over 250 substantial orders, more than he had received in all the other European countries he had visited. The consul gave him local addresses and introductions to firms in Seville, and he left after five days with another large number of orders for direct shipment.

The Seville consulate has received an exceptional number of inquiries for various classes of goods in recent months, all of which have been made the subject of trade opportunity notes and published in Commerce Reports or made the subject of special confidential circulars sent out by the Department of Commerce, but the business was not properly followed up.

Poor Results Disgust Spanish Dealer.

A particular case in point is that connected with inquiries for photographic plates and papers, in which there was, and still is, a shortage. This need was reported by telegram, and afterwards followed up by an elaborate report in which it was particularly stated that the shortage was in plates, paper, and other such supplies and that there was no call for cameras at the present time. The results of these efforts were to receive from America one catalogue of snap-shop cameras and another sheet describing a camera for taking "penny pictures." No particulars of the goods required have been received, and the dealer, the largest in his line in the city, was disgusted with the non-success of his efforts. He is now seeking the goods in other countries.

If this need had been followed up by a commercial traveler, or by full information, prices, etc., being sent to the inquirer, probably substantial orders would have resulted. If commercial travelers will visit Spain in the near future they will find it a particularly favorable time to secure orders and establish a good business on a permanent basis, which can be continued after conditions become normal in Europe. They should plan to enter the country through Gibraltar or Cadiz and leave it via Portugal.

Lists of Dealers Should Be Obtained.

With such an itinerary a total of 58 days or two months would be spent in Spain and Portugal. Actual experience would probably vary the time somewhat, giving a longer or shorter period in different cities according to the commodity that was to be sold, and side trips might be necessary for special lines of goods. The cost of such a trip would be approximately $620. The commercial traveler would do well to provide himself beforehand with a list of the dealers in his line in each of the cities he contemplates visiting. Such lists can be secured upon application to the Bureau of Foreign and Domestic Commerce, Washington, or its branch offices. The traveler should also provide himself with a supply of circular letters, printed in Spanish, to notify such dealers of his intended visits.

On arrival at the first port in Spain the traveler should notify the consuls or consular agents of the United States of the dates on which he expects to arrive at their respective cities, inclosing lists of those in his line of business

whom he intends to visit and requesting the consul to correct or supplement this list. Catalogues in Spanish should also be sent to the local merchants.

Personal Element Enters Into Business.

The commercial representative should be authorized to make such terms, etc., as seem advisable, to grant credits where the information received justifies, to appoint agents for a town or district when desired, to arrange for a supply of samples or a stock of the goods, etc. There are several men in Seville who would be very satisfactory agents, but who are not in a position to make outright purchases. A traveling representative could judge these men and probably arrange for shipments to be made to them on time payment or for sale on a commission basis. The personal element enters more largely into business in Spain than almost anywhere else in Europe, and it is this lack of immediate touch that is preventing American merchants from securing a large portion of the present trade of Spain.

The commercial traveler for Spain should, of course, have a knowledge of the Spanish language. Lack of this might be compensated for by engaging a guide, who would cost about $1 per day and expenses, but getting business through an interpreter is never as successful as by direct methods. Familiarity with Spanish customs, manners, and ideals is valuable. A considerable amount of tact is desirable, with ability to combine sociability and business, taking time for the little courtesies that mean so much to the Spanish business man, who is not used to the quick, abrupt, and, to him, mannerless "hustle" of the average American traveler.

May Get Orders in Many Different Lines.

There are many lines for which a commercial traveler visiting Seville now can secure orders. These include oil presses, electrical machinery and supplies, electrical and gasoline pumps, hardware, paper, iron and steel products, tools, chemicals, flour and other cereals, sausage casings, **stationery and office supplies,** bromide, refrigerating and ice-making machinery, abattoir equipment, roadmaking machinery, oil drums, agricultural machinery and implements, drugs, piping, concrete mixers and machinery, photographic supplies, shoes, advertising novelties, codfish, shoe polish, fans, firearms, lubricating oils, paraffin, paints and varnishes, wire fencing, machine tools, leather, automobiles, railway ties, and gas stoves for heating.

SWITZERLAND

Difficult Problems Confront Swiss Merchants in War Times. By Theodore Muggli, Zurich.

THE present condition of trade in the office equipment industry in Switzerland is not a bad one. However, business is not so good as we would like to have it. Hundreds of commercial men from the warring countries which surround Switzerland, also from the Balkan countries, have made Switzerland their headquarters during the war, endeavoring to retain their commercial relations with their old business friends. These people require all kinds of office equipment, but most of them prefer to rent what they need, hoping, of course, that the war will soon come to an end. It seems natural, therefore, that these customers try to economize by renting and buying inexpensive equipment.

With the exception of typewriters and adding machines the writer does not think many other office devices of American origin are imported from the United States into Switzerland. This article speaks therefore especially of the typewriter trade.

When the war broke out the typewriter business came to an immediate standstill for one or two months. All the general agents had a nice stock of typewriters and everybody thought the stocks would do for the time the war would last, the general opinion being that the war could not last longer than six to twelve months. But very soon business began to pick up again. Large orders from the war department reduced the supply of typewriters, and many industries making war material had to enlarge their factories and staff, which also increased the demand for typewriters. The general agents were obliged to send orders to their factories to meet the demand. Some of the earlier shipments came in all right by way of Marseilles, or Bordeaux or Genoa, and business became, if not normal, at least satisfactory considering the war,

Soon there arose difficulties in getting the goods into Switzerland, hundreds of typewriters at present being held at the Swiss frontier by the French authorities, waiting for liberation. The reason these typewriters are held back by the allies is not known and all steps taken up to the present time for their release have been useless. We do not know now when we will get possession of these machines which are so urgently needed, and are only one day's ride from our headquarters. The American legation at Berne has been informed of this fact and we are sure that the ambassador will try to get the shipments released. As the manufacturers have all been informed of the case by their general agents, we wonder if they can help us in some way to enter into possession of the typewriters, paid for in advance, and now uselessly detained. Certainly a good many sales have been lost and the agents for German machines, not having to meet American competition, are doing a good business. As the German manufacturers are supplying everything and in any quantity, their Swiss agents do a good deal of business even with customers who have until the present time used only American typewriters. This means a big loss to American agents and much work to conquer the field again. By the end of November the Swiss Import Trust, which is controlled by the Swiss government, will start work, and we hope by giving a guarantee that the typewriters will never be exported out of Switzerland, to get the goods at last.

Credits.

The outbreak of the war, of course, stopped the payment of debts for a time, and many profited by the moratorium and kept their money back, but soon people recovered from the first panic, the moratorium was not renewed, and debts were slowly paid. I do not think the typewriter houses lost much money on account of the war, certainly not more than 5 per cent. During the war business is done on a cash basis only, or on thirty-day terms to reliable firms.

Improvements in American Methods.

The war has shown one thing very clearly in which the American typewriter organization is incomplete. Think of one customer being unable to use his typewriter be-

cause just one part is missing and cannot be obtained any place in Europe! This fact should induce American manufacturers to keep in several European cities (I mean with their most important agents) large stocks of typewriter parts, to enable their agents to get, within a few days, any parts they may want. In this respect again the German agents are in a better position. They can get parts in a few days, and, furthermore, German manufacturers are very liberal in giving large supplies of those parts which are known to need replacing frequently or are subject to renewal from time to time. The Americans in general are very careful to charge for every spring and screw at least three or four times its cost price, and will not consider giving stock parts free. Certainly this is a point in which American manufacturers could assist their agents very greatly and at small cost.

Theodore Muggli, Zurich, Switzerland.

Another point worthy of consideration is the advertising department, particularly with regard to furnishing catalogues and instruction books. The printed matter we are getting from the United States in foreign languages (English not being used in Switzerland) is generally an incorrect translation and useless. The technical expressions are often made up of words unknown in this country!

Then there is the cost for freight and duties (in Switzerland the duties amount to about 25 per cent of the value of printed matter), which, of course, have to be paid by the agent. Why not have these booklets and instruction books made by the agents, in their language, and pay them at least what the manufacturers would have to pay if they were sending this printed matter to Europe? The result would be a better catalogue, better service, and money saved. There may be some agents who do not worry much about a neat catalogue or a good and correct instruction booklet that can be understood by everybody, but the American manufacturers, who themselves get up very attractive things in this respect, know full well that an attractive catalogue is a great help to salesmen. So the American manufacturers should make this a part of their contracts, and induce their foreign agents to produce all printed matter they use and assist them by allowing credit for all or a part of the expenses.

I wanted to say something about the credit system, suggesting to American manufacturers that they allow credit at least to agents who have dealt with them in a satisfactory manner for several years. But I understand that the European war gives the Americans a strong argument against this, so I would better postpone this until some other time.

Now, I will not only criticise American methods, but also wish to point out their good features as well. I am glad to say that our relations with them have been very pleasant. Everything is done correctly—the goods are shipped as per order, the typewriters with few exceptions are carefully aligned and adjusted, and best of all, the Americans are continually working hard on improvements. They improve in a wonderful way; they study and try out their improvements before they are placed on the market, and do not advertise until they are certain of the value of the new features. The agents at home and abroad profit by these many improvements which they know cost the manufacturers a lot of money.

To stand still would mean to lose the market. Therefore, I think manufacturer and agent should work together to improve business, each in his own way, and so make the whole a success.

WEST INDIES

By G. W. Bateman, Commercial Organization Specialist, Barbados, West Indies; and by J. & H. D. C. Gomez, Curacao, Danish West Indies.

"THERE is undoubtedly a crying need of, and therefore a wide field for, more up-to-date office equipment in the whole of the West Indies. This need is not yet fully appreciated by the inhabitants, but there is a sort of uneasy feeling abroad that things could be done in a much better way and that everything is not exactly right with these islands.

"One effect of the war has been to send up the price of almost everything produced by these islands, and for the moment that has served to obliterate the enormous losses caused by the gross inefficiency of the methods at present in vogue. Sensible people, however, realize that the war will not last forever and that when prices revert to normal 'something will have to be done' if these islands are to be saved from ruin.

"Convinced as I am of the important field offered by this part of the world for trade in the commodities in which we are both interested, I must say that I am exceedingly glad to have the opportunity of putting the matter before your readers."

Note.—It was Mr. Bateman's intention to forward a much more comprehensive statement of the West Indian commercial situation, but up to the time of going to press this statement had not reached us. Should it come in a later mail, it will be presented in our February number.

By J. & H. D. C. Gomez, Curacao, Danish West Indies.

"TO OUR regret we have to state that our country is a very poor market for articles of office equipment. The office furniture used in our city as a rule is home-made, with the exception of safes and a few desks imported from different American manufacturers on a very small scale. Writing machines are in some demand, though the market is small."

MISCELLANEOUS ITEMS FROM OTHER LANDS

An Article Which Did Not Come.

Readers of Office Appliances will recall that a few years ago an interesting article was published from the pen of Glück M. Ödön of Budapest. We requested another article on conditions in Austria-Hungary from Mr. Ödön for the present issue of the magazine. Recently we received a letter from him stating that he had written the article and had submitted it to the censor, who had refused to let it go for the reason that Mr. Ödön, now being a military officer in active service, could therefore not

Gluck M. Odön in his uniform as an officer of an Austrian Machine Gun Corps.

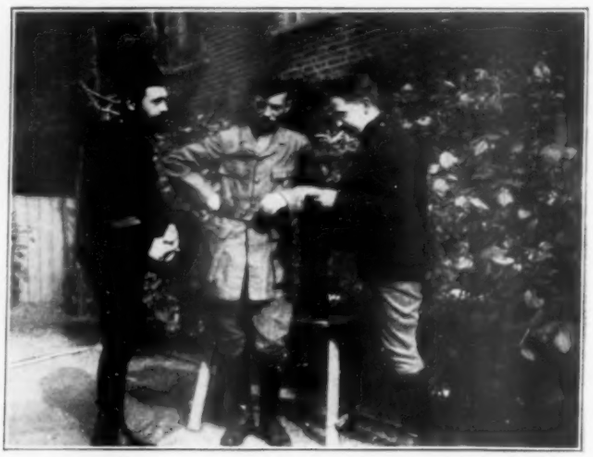
write for publication according to the military regulations of the Austro-Hungarian empire. The article is therefore withheld until after the war, when Mr. Ödön hopes to be able to send it.

Will Visit America.

A member of the house of Verbiesen & Co., the Hague, Holland, writes us that it is possible a member of the firm will visit America next month, and while here will pay a visit to Chicago. It is the desire of Verbiesen & Co. to extend its business connections with American houses. They promise to write us a few weeks before arrival. Should any member of this house come to Chicago, Office Appliances will be happy to make appointments for interviews in advance of the arrival of their representative.

Mr. Haselwood Delayed.

C. H. Haselwood of India, Ceylon and London, who expected to visit the United States very shortly, will be somewhat delayed owing to conditions existing in England at the present time. Mr. Haselwood is now in London but expects to come to the United States as soon as he can arrange his affairs to do so.



Messrs. de Ridder, Schmidt and Geysen of Anwerp, well-known office appliances men, now soldiers in the Belgian Army.

Hollander to Revisit America.

Office Appliances has received word that F. W. Heythekker of Amsterdam, Holland, an article from whose pen appears in this issue of the magazine, expects to visit America at an early date. Mr. Heythekker is agent for a number of important American specialties, and plans his coming trip for the purpose of looking over the field and adding to his lines should he find anything which will be likely to appeal to his trade.

The above picture is a likeness of Charles Ungebauer of Lagos, West Africa, in five different poses. Mr. Ungebauer is the Hammond dealer at Lagos and also handles various other office appliances. Last year he visited America and proved himself to be a man of delightful personality and unusual attainments.

"Memo Charge" on Samples.

[U. S. Consul Paul H. Foster, Jerez de la Frontera, Spain.]

It is suggested that where samples are forwarded to prospective customers on "memo charge" sheets, where no actual charge is intended, that this should be clearly stated. The writer had an experience recently with a Spanish merchant who was highly indignant at being charged for samples. "All samples that I receive from other countries are free." A glance at his bill, and it was explained to him that no payment was expected for the samples, but that it was the manufacturer's method of retaining a record of samples sent. Many such misunderstandings would be avoided by clearly stating, in the language of the country, the purpose of the invoice in such cases.

NEWS AND MISCELLANY

PRESENTING THE IMPORTANT NEWS OF THE MONTH WITH AN INTERESTING REPORT OF THE NOTABLE ACTIVITIES IN EVERY SECTION OF THE FIELD

C. L. Rossiter Now Vice President of Underwood Company.

Clinton E. Rossiter, long identified with the civic, transit and banking life of Brooklyn, has been elected vice president and a director of the Underwood Typewriter Company, succeeding the late Charles W. Hand. Mr. Rossiter will make his headquarters at the office of the company at 30 Vesey street, Manhattan.

The resignation of Mr. Rossiter as vice president of the Brooklyn Trust Company was tendered and accepted at a meeting of the trustees of the Trust Company on December 15.

Mr. Rossiter had been connected with the Brooklyn Trust Company as vice president since 1912, and prior to that time had held a similar office in the Long Island Loan and Trust Company, which was merged with the Brooklyn Trust in 1912. He had also been president of the Brooklyn Rapid Transit Company for a number of years. His interest in the Brooklyn Trust Company will be maintained and he will remain a member of the board of trustees.

Apart from his connection with the Brooklyn Trust Company, Mr. Rossiter is treasurer and a trustee of Adelphi College; a director of the Albany and Southern Railroad; president and director of Suffolk County; secretary, treasurer and director of the Corning Light and Power Company; director of the Excelsior Hygenic Ice Company; secretary, treasurer and director of the Sultepec Electric Light and Power Company, and a director of the Sun Ray Water Company.

Ribbon and Carbon Men Meet.

The annual meeting of the Ribbon and Carbon Paper Manufacturers' Association was held in New York City at the Hotel Astor, on December 17.

The following officers were elected: President, A. L. Foster of the Manifold Supplies Company, Brooklyn; vice-president, George Malcom of the F. S. Webster Company, Boston; secretary and treasurer, E. A. Brecher of The Frank Bayer Company, New York; executive committee, C. B. Gordon of the Carter's Ink Company, Boston; E. C. Hirschfield of the American Ribbon & Carbon Company, Rochester, N. Y.; F. O. Mittag of Mittag & Volger, Inc., Park Ridge, N. J.

The main topic of discussion was the seriousness of the color shortage of colors and the almost exhausted supply of colors. Mention was made of the fabulous prices some manufacturers were paying for colors, in some cases these prices being ten to seventeen times those demanded under normal conditions.

Almost every manufacturer in the industry was present and the meeting was a pronounced success.

Kalamazoo Co. Wins Patent Suit on Appeal.

The Court of Appeals at Cincinnati has handed down an opinion in the case of the Kalamazoo Loose Leaf Binder Company vs. the Proudfit Company in the suits which were decided some time ago by Judge Sessions at Grand Rapids, Mich.

The Appellate Court affirms the opinion of the lower court in which the Proudfit key lock and quick adjusting binders were held to infringe, and holds the patents of the Kalamazoo Loose Leaf Binder Company valid.

In the contempt proceedings, the appellate court affirmed the opinion of the lower court, insofar as it affected the civil action, holding the modified key lock binder an infringement, but remanded the criminal phase of the question to the lower court for re-trial, holding that evidence submitted had not tended to prove the criminal intent of the defendants, the Proudfit Company and the officers against whom the contempt order was made in the civil feature of the case, in which the lower court had adjudged defendants in contempt and had imposed a fine. This relieves the defendants in effect from the embarrassment of being in contempt of court.

It is said that this decision places the Kalamazoo Loose Leaf Binder Company in a strong position on its patents. The accounting will now proceed in the lower court.

Fake Manufacturers Confess Fraud.

Berthold Gerstl, Frederick Albert Boersch and George Alexander, who conducted the Imperial Manufacturing Company at No. 145 East Twenty-third street and later the Protective Manufacturing Company at No. 335 Broadway, New York, pleaded guilty recently in the United States District Court to fraudulent use of the mails.

They agreed with Assistant United States District Attorney Edward W. McDonald to make restitution to James Costello and Eric A. Olsen, whom they defrauded out of sums of money by pretending to sell them an interest in a fictitious ink concern.

The information upon which the three men were indicted was supplied by The New York World following an investigation of complaints that they were using its advertising columns to obtain their victims. Costello in August last gave Boersch $350 for a half interest in the

ink business. Boersch left him in charge of the office and did not return, but later Gerstl came in and announced to Costello that he had bought out Boersch's remaining half interest.

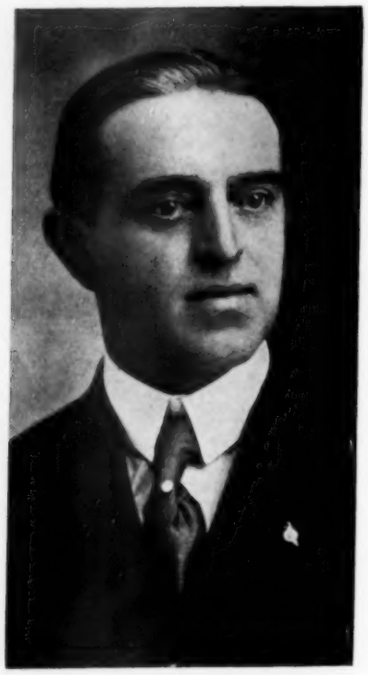
Gerstl then pretended to go out looking for customers, but after two days told Costello that they both had been "stung" by Boersch and that the business was worthless. Soon after he disappeared.

A month later, when Olsen answered an advertisement of the Imperial Manufacturing Company, he found Gerstl in charge and gave him $400 for a half interest. Two days later Alexander appeared and bought Gerstl's remaining half interest. Gerstl disappeared and Alexander went out to drum up new trade and never came back.

Investigators for The World found the three swindlers continuing their business at No. 335 Broadway, and after obtaining corroborative evidence caused their arrest. Post Office Inspectors Mayhew and Swain co-operated with The World in bringing the swindlers to justice.

Calkins Company Incorporated.

The B. E. Calkins Company of Butte, Mont., has been incorporated with a capital stock of $75,000, the incorporators being: B. E. Calkins, John A. Donovan and Arthur



B. E. Calkins, President, B. E. Calkins Company, Butte, Mont.

H. Mueller. The corporation is formed to take over the stationery, paper and office supply business, wholesale and retail, which has been conducted for twenty-nine years by B. E. Calkins. The corporation has purchased Mr. Calkin's entire stock and will proceed immeditely to increase the stock and install a complete line of office furniture and fittings in connection with the business. Mr. Calkins will retain his connection with the business, being the executive head of the B. E. Calkins Company, while S. M. Swordling, formerly of the Lowman & Hanford Company of Seattle, will have the active commercial management of the company. Mr. Calkins will be the active head of the establishment and is one of the principal stockholders.

Syndicate Formed.

It is understood that a syndicate of Butte business men has been formed for the purpose of taking over the McKee Printing Company, which will confine itself largely to the printing, engraving and bookbinding business, and that the organization of the B. E. Calkins Company was in furtherance of a general plan of this association of business men to give Butte the largest and most completely stocked stationery and office supply house west of St. Paul.

It is further understood that the McKee Printing Com-

S. M. Swordling, Manager, B. E. Calkins Company, Butte, Mont.

pany will enlarge its capacity and will confine its business almost exclusively to general printing and high-class job work. In addition to the thoroughly equipped plant now existing at the McKee Printing Company, the engraving department will be enlarged without delay, so as to afford facilities for the doing of all classes of engraving work rendering it unnecessary for any resident of Montana to apply to concerns outside the state for work of this

R. L. Ruhle, Manager, the McKee Printing Company, Butte, Mont.

nature. J. A. McKee, founder of the McKee Printing Company, will retain the active management of the McKee Printing Company and R. L. Ruhle will retain the active management of the McKee Printing Company. Mr. Ruhle also retains the vice-presidency of the

company. The McKee Printing Company has increased its directorate and the following gentelmen will constitute the directors of the McKee Printing Company: J. A. McKee, R. L. Ruhle, Louis Dreibelbis, John Scovil and J. Bruce Kremer.

Desk Men Adopt Standard Finishes.

At a recent meeting of the Desk Manufacturers' Association standards for golden oak and mahogany finishes were unanimously adopted. For finishes which do not conform to the standards adopted it will be necessary to charge extra.

The desk manufacturers believe that success in the retailing of office desks and other furniture depends upon the dealers in each locality, who should organize and come to an understanding on the question of prices and profits. We are informed that the Boston dealers have recently gotten together with regard to office furniture matters.

Well Known Specialty Salesman Accepts New Position.

Albert E. Johnson, who for some time has represented the F. A. Weeks Manufacturing Company in the territory

Albert E. Johnson.

east of Omaha, has now joined the forces of the Defiance Manufacturing Company and will represent this concern in that territory except in Chicago and St. Louis, including the stationery and mathematical lines manufactured and controlled by them.

R. H. Baxter, who formerly covered this territory and who is now the manager of the stationery department of the Defiance Manufacturing Company, sincerely hopes his many friends will continue their good will toward him by extending an equally hearty support to Mr. Johnson, who is already known to the trade in this territory. The many friends whom he made while with the Frank A. Weeks Manufacturing Company will wish him success in his new position with the Defiance Manufacturing Company.

Worden to Manage Frederick Stearns Company, Advertising.

J. R. Worden, for three years a member of the advertising department of the Burroughs Adding Machine Company, on December 1 took up his duties as advertising manager of Frederick Stearns & Company, Detroit, one of the largest drug manufacturing concerns in the United States.

Before he joined the Burroughs staff Worden was advertising manager of the Port Huron Engine & Thresher Company, Port Huron, Mich. On starting work for the Burroughs company he had charge of printing. From that he moved into the publicity department, having charge of newspaper and magazine advertising, as assistant to E. St. Elmo Lewis.

Next he was placed in charge of the company's direct mail advertising. In this capacity he developed a line of direct mail letters and follow-ups that yielded remarkable returns. In this position Worden was largely instrumental in originating "Store Profits" and "Bank News," blotter-newspapers going respectively to retailers and bankers in the United States.

When the Burroughs Magazine, an internal house organ, was established Worden was the first editor, and five months ago, when an unusually well qualified man was required to edit the Sales Bulletin, Worden was placed in charge, as editor in chief of both the Bulletin and the Burroughs Magazine.

In his new job Worden will virtually build up an advertising department for the Stearns company, since no distinct department of advertising has heretofore been maintained.

New Store at Dayton.

Buntell & Roth have opened a new store for the sale of office equipment and business devices. The store is in the Huffman building on East Third street. The entire four floors of the new building are to be occupied by the firm, which will handle a complete line of commercial stationery and office equipment, including desks, desk chairs, filing cabinets and every other convenience and necessity of the modern business office.

The store opened with a business show, outside manufacturing and jobbing concerns being invited to make displays of their products.

The first floor of the building is given over to stationery and office supplies, the remaining three floors being storerooms where office furniture and equipment carried in

The president of the new company is C. J. Buntell, who was for eighteen years with the Tower Manufacturing & Novelty Company of New York. Charles W. Roth, junior member, was for twelve years with the Macey Company, builders of high-grade filing devices. David McConnaughey, formerly with the Cappel Furniture Company, and C. B. Edelen, formerly with the Newell B. Newlon Company of Toledo, will be associated with the new firm.

New Chief Engineer for Art Metal.

Raymond G. Bullock has been appointed chief engineer of the Art Metal Construction Company of Jamestown, N, Y., and will assume the duties of his new position at once. Mr. Bullock is a former employé of the Art Metal Company, having served as chief draftsman and manager of the experimental department for a period of three years. About two years ago he was sent to New York as manager of the New York branch of the company and after holding that position for about six months he became a member of the firm of Metzger & Bullock, architects and engineers. He has now returned to Jamestown.

Mr. Bullock has had a wide experience in the architectural and engineering fields and will doubtless fill his new position with entire satisfaction to the company. His friends in Jamestown will be glad to learn that he is again to make his home there.

L. D. Camps Sales Manager for Lisenby Co.

The announcement that L. D. Camps has become general sales manager of the Lisenby Manufacturing Company of Fresno, California, and that the offices of the general sales department will be located at 298 Broadway, New York City, will be of general interest to the office equipment trade. The company has leased the entire fourth floor of the building at this address for the use of the sales department. There will be no change in the executive force of the Lisenby Manufacturing Company, makers of the Multicolor press, other than the addition of Mr. Camps as sales manager. The company has already established agencies in New York City, Chicago, Boston, St. Louis, Minneapolis, Davenport, Denver, Portland, Ore., Seattle, San Francisco and Los Angeles, and other agencies will be arranged for as soon as possible.

L. D. Camps.

Mr. Camps will devote his energies to pushing the Multicolor press throughout the whole world. The sales arrangements will be made on an agency basis and an attractive proposition along this line is offered.

L. D. Camps is one of the most widely known men in the office appliances field. He has had an extensive experience as a typewriter man, having held responsible positions with several of the foremost typewriter companies. He has been absent from the field for about two years doing promotional and organization work for larger financial interests. In this work he has developed and completed several large propositions, one of which was the A. V. M. Automobile Wheel Company of Washington, D. C. Mr. Camps desires to emphasize the fitness of the Multicolor press as a printing press for the office, but a device which at the same time loses none of its value for the purpose for which it was intended. The machine prints from standard type, electros, zinc plates and wood cuts, in fact, from virtually anything type high that can be used in any press. The press can also be used to print three colors at one operation. It is claimed that ninety per cent of the printing done by the average firm can be handled satisfactorily on this machine, which is so nearly automatic in operation as to remove the necessity for technical or expert supervision or operation. Make-ready is automatic and the machine turns out from 3,000 to 4,000 impressions per hour. It will thus be seen that the Multicolor press is a device of extreme flexibility in use and of economy in operation.

Work is under way for a large increase in the production of the machine and within from thirty to sixty days the output will be from fifty to one hundred per cent larger than at present. The Multicolor press has been adopted and is in use by many of the largest corporations in the country, such as insurance companies, banks, railroads, mercantile houses, etc.

James S. Brown has taken charge of the New York office of the Lisenby Manufacturing Company. Mr. Brown was recently in charge of the metropolitan field for the Pence Mailing Machine Company, and was formerly connected with the Mailometer Company, the Security Sealing Machine Company, and the Ensign Electric Calculating Machine Company.

Mr. Camps says, "We are going to put this thing over in a big way," and everyone who knows Mr. Camps knows that what he says will go if there is any way of bringing about the thing he desires. In the present case there is every reason why the Multicolor press should go every bit as well as its most enthusiastic admirers hope it will.

New Typewriter Makes Remarkable Progress.

Although only two or three months have elapsed since the Woodstock Typewriter Company, Woodstock and Chicago, Ill., started to market its machines under the agency and dealership plan, it has been so successful that the output of the factory has been doubled within this period and the company has already arranged for a large increase in equipment to take care of the growing business.

The Woodstock typewriter is destined to be a factor in the industry, for not only has it had an unusual reception in the United States, but it has also been well received abroad, and although no invitation was extended to foreigners to purchase the machine, nevertheless dealers in many of the countries of Europe have already asked for agencies.

No plan has yet been formulated for the distribution of the machine abroad, but by the middle of January the company will have some definite arrangements for foreign business. These will be announced on their completion.

Western Traveling Men Meet.

A small but enthusiastic convention of Pacific Coast traveling men was held recently at Billings, Mont. The attendance consisted of E. S. Dearing, who represents the ribbon and carbon lines of the Carter's Ink Company; Al Jones of the Bert M. Morris Company, San Francisco; George Skells, representative of the Globe-Wernicke Company; with E. P. McDowell of McDowell Bros. of Billings as chairman. The meeting was held at the McDowell store, and is said to have been highly successful, as many matters of importance to the trade in the Northwest were discussed at length. Following the business session the travelers participated in a fine dinner, at which Al Jones officiated as toastmaster.

Keuffel & Esser Co. Buy Business of E. G. Soltmann.

Keuffel & Esser Company, 127 Fulton street, New York, have purchased the entire stock, furniture and fixtures, good will, trade-marks, etc., of E. G. Soltmann, New York, who recently went into bankruptcy. The stock purchased was inventoried at more than $100,000. It included many of Soltmann's specialties that architects

have been using for years, and which Keuffel & Esser Company will continue to market. Irving P. Favor was trustee in the bankruptcy proceedings, and Edwin S. Hall, of Walter B. Raymond's office, was attorney for the trustee.

Fortieth Anniversary of Cincinnati Furniture Exchange.

What is considered to be the largest number of members and guests ever present sat down to the anniversary banquet of the Cincinnati Furniture Exchange on the occasion of the celebration of the fortieth annual meeting, at the rooms of the Business Men's Club, on the 14th of December, 1915. The meeting opened with the annual election of fifteen directors, which resulted in the choice of the following members: Manufacturers—Henry A. Sprengard, Fred W. Stille, George W. Schutte, Fred H. Ballman, John Dornette, Jr., J. F. Dietz, Paul Schirmer, Joseph Scheid and Frank B. Wersel, Jr. Supply Men—Henry W. Backer, John Wolf, Charles Greene, Edward C. Feuss, George Huston, and Frank Kuhlmann.

While the judges and clerks of the election were counting the ballots a short meeting of the Exchange was held in an adjoining room with John Dornette, Jr., presiding. Roll call showed that all the directors were present, with the single exception of E. Kuhlmann, who was represented by his son, Frank. Routine business was quickly disposed of. Red seal stamps were authorized to the extent of two dollars. A letter was received from Joseph Boken's brothers and sisters and ordered filed.

The following were elected to membership: R. A. Becker Varnish Company, Powers Lumber Company, The Jewett Company, Standard Varnish Works, B. Klinker & Co., Marietta Paint and Color Company, Kloyd & Bowman, John Wenzel & Son and National Brass Manufacturing Company. The meeting then adjourned to the banquet room.

President John Dornette, Jr., was toastmaster, and after inviting the members and guests to be seated an elegant menu was served, to which all did justice. Cigars and cigarettes were then passed and the toastmaster, with a few well-chosen remarks on the purpose of the gathering, introduced Mayor-elect George Puchta, who responded as a business man, and promised a business administration. After congratulating the members of the Exchange on the number of years they had been organized and wishing them every success he took his seat amid applause. The toastmaster then introduced W. C. Culkins, secretary of the Chamber of Commerce and Business Men's Exchange, who spoke on the value of organization, and congratulated the members on the number of years they had enjoyed unity. His talk was listened to with marked attention. The toastmaster announced that Treasurer Fred H. Ballman would then present upon the screen provided for the occasion, by stereopticon views, the portraits of former members of the Cincinnati Furniture Exchange, many of whom were still living, while others had passed to the great beyond. Portraits were shown of Henry Closterman, first president of the Exchange, who is still alive at the age of eighty-two; L. B. Steinman, J. C. Sextro, A. Kaiper, N. Duscher, H. Busching, F. W. Magerhans, R. Rover, F. B. Wersel, J. Sabbert, J. Feldkamp, A. Knuepfer, George Uchtman, W. Becker, Ed Henshaw, J. Diehl, Fred Meyer, H. H. Wiggers, H. T. Kempfer, H. Kreimer, August Kreimer, Jacob Sprengard, J. Ringemann, A. Vossmer, Jos. Scheid, Sr., F. Stille, M. Hebergor, F. J. Rennekamp, C. Schlueter, Frank Unnewehr, Robert Mitchell, C. Dietz, M. A. Hunt, E. L. Albro, Myron Banning, F. Busse, H. Wolf, I. Mondschein, F. Schneider, J. F. Dulweber, C. L. Greene, T. Greene and Lew Rombach. A number of views pertaining to the furniture industry, as well as many of the former styles of furniture, were thrown on the screen, showing the great strides made in the last half century. A group of the first furniture exposition in music hall followed by the Board of Directors with Paul Schirmer as president; employes of the Betts Street Furniture Company in 1868; the building of the Steinman & Meyer Furniture Company on West Sixth street, in 1883; fire at the Stille & Duhlmeier plant in 1892; furniture men's outing in 1904; Messrs. Kreimer, Leeker and Vossmer at furniture outing in 1905; group taken at the outing of 1905; a poker game at the same outing; the members and guests leaving the boat at the same outing; ball team at the 1906 outing; fire in the furniture district, July 7, 1881; a large group of furniture men at the Furniture Exposition at Music Hall; furniture men at Chester Park, July 12, 1900; and a large number of other pictures of furniture made by members many years ago, and of much interest to furniture men now. The pictures concluded with a view of a group of furniture men at Laughery Island, 1915; the Future Furniture Manufacturing of Cincinnati, at Laughery Island, 1915, and our president, John Dornette, Jr. The stereopticon show was followed by a fine vaudeville show. The toastmaster introduced Paul Schirmer, one of the charter members of the Exchange, who gave a chronological history of that body. The music and vaudeville show, which were of the cabaret order, were most excellent. At a late hour the festivities of the fortieth anniversary closed.

The directors met the week following at Ahlbrand's Exposition Cafe, and elected the following officers to serve during the year 1916: President, Henry A. Sprengard; first vice president, Fred W. Stille; second vice president, George W. Schutte; treasurer, F. H. Ballman; secretary, Henry W. Backer.

Thanks to Friends for Calendars.

The editor of Office Appliances desires to acknowledge with cordial thanks the receipt of a number of beautiful calendars for the new year. These include a handsome calendar from the Paterson Institute of Chicago and La Grange, showing a river scene, giving a foreshadowing of the coming spring.

"The Calendar of Mirth and Good Cheer" sent to the editor by Charles H. Wood, Chicago manager of the Crown Ribbon and Carbon Manufacturing Company, is a work of art as well as of distinct literary and inspirational value. The calendar is of heavy tinted stock. The cover is printed in four colors and gold and the weekly sheets in attractive combinations of brown and red. Each sheet contains an ornamental calendar for the week and an inspirational selection from the works of some famous author.

Another handsome calendar came to us from the Columbia Ribbon & Carbon Manufacturing Company of New York. This bears a reproduction of a picture of a beautiful girl called the Poinsettia girl.

The Goes Lithographing Company of Chicago presents us with a calendar ornamented with a large picture reproduced from a water color painting showing autumn woods and a road curving about among the trees. This picture is reproduced from the original painting in a small art edition by the new direct process of the Goes Lithographing Company.

R. R. Donnelley & Sons Company favored us with a large and handsome calendar bearing color drawings appropriate to each month of the year.

Particularly beautiful is a calendar with which the Quincy Show Case Works of Quincy, Ill., has favored us. This presents a picture of two hunting dogs with game. The drawing is good and the coloring is excellent. The lithographic work is pleasing and creditable.

Still another large and practical calendar is that pre-

sented by the Bennett Printing Company of Paris, Texas. It is printed in red and blue and the figures are sufficiently large to be seen at a considerable distance.

We are indebted to the Baker Printing Company at Newark, N. J., for a useful calendar suitable for wall use. This calendar is fastened to a central card which has a reinforced eyelet for use with a wall hanger.

Somewhat different in style but certainly no less useful is the daily date calendar which has been sent to us by the Taft-Peirce Company of Woonsocket, R. I. This calendar contains 368 leaves, including the front and back cover leaves. These leaves are 6x6 inches and are fastened to a heavy piece of embossed cardboard with threaded bolts held in place by nuts at the back. Each sheet contains the day of the week, the date of the month and the year, and on each side of the figure is sufficient room for any small memoranda which it may be necessary to make. The card is pierced at the top so that it can be hung upon the wall.

For all these calendars Office Appliances extends its hearty thanks.

Traveler Takes Managerial Position.

Herbert B. Homes, known to his friends and acquaintances as "Doc," is now associated with the firm of James Buckley & Company, Ltd., New Orleans, La., taking charge of their office equipment department.

Herbert B. Homes.

Twenty years as a traveling salesman, representing large corporations, has given him the experience necessary to qualify as an expert in systems, and especially for those pertaining to a sales department.

Mr. Homes is known from coast to coast, and his friends and acquaintances range from the cross road stores in the mountains and on the plains, to the largest concerns in the cities.

His success in his new position is regarded as a foregone conclusion.

Art Metal Promotes Messimore.

One of the interesting announcements of the New Year in the steel field is by the Art Metal Construction Company of Jamestown, N. Y., that J. W. Messimore, who has been looking after agencies in the Chicago branch territory, has been made district supervisor of agencies and given the new territory consisting of the states of Indiana, Illinois, Missouri, Iowa and western Kentucky and western Tennessee.

Mr. Messimore specializes in agencies and the office equipment dealers in this field will shortly have the pleasure of his acquaintance.

Knopp Returns From Mexico.

Harry W. Knopp, manager of the Sacramento, California, branch of the Remington Typewriter Company, returned to that city recently after a visit to Mazatlan, Mexico. To a reporter for one of the Sacramento papers Mr. Knopp said:

"Mexico is certainly the land of possibilities. I had expected to find things in bad shape because of the war, but much to my surprise conditions are most favorable for development in this part of the republic. Only once during the present disturbance, and that was two years ago, has there been any trouble in Mazatlan.

"I was somewhat surprised to find that Americans are received, not only without hostility, but with positive cordiality. The reason for this is that the Americans bring real money, of which the Mexicans now get very little.

"The Mexican currency is so depreciated that it takes $13 to buy a dinner at the hotel in Mazatlan, which costs but 24 cents in American coin. I saw a man paying off some Mexican laborers, and he had a bank roll half as big as a washtub. I took $5 to buy some Mexican currency to bring back with me, and I was given a bucket full.

"I went to Mazatlan in company with two-score of other residents of the Sacramento Valley to investigate conditions at Palma Del Verde island, lying along the coast, some 65 miles south of Mazatlan. I found there a colony of Californians numbering some 52 permanent residents who are engaged in raising tomatoes and winter vegetables for the California market. Their ultimate plan is to develop cocoanut plantations, as the profit from this crop is said to be very large, about $800 an acre."

Berkshire Papers Get Exposition Awards.

Following the announcement of the various awards given at the Panama-Pacific International Exposition, and in conjunction with the several awards received by the Eaton, Crane & Pike Company, as announced previously in this publication, it will be of no little interest to dealers handling the line to know that the Berkshire typewriter papers participated in that company's exhibit at the exposition and were included in the several awards given to the Eaton, Crane & Pike Company by the judges of the exposition.

Berkshire typewriter papers represent one of the oldest and most substantial lines of typewriter papers on the market.

The line was first established in 1890, completing to date an unbroken, successful period of twenty-five years that these papers have been offered for sale.

During this time constant additions have been made to the line until today it includes a paper for every office or professional use.

Any inquiries about this line of Berkshire typewriter papers, if referred to Eaton, Crane & Pike Company, Typewriter Paper Department, Pittsfield, Mass., will be welcome and samples of the papers or manuscript covers will be supplied to any dealer upon request.

Bauer Sees Big Future for Lynn.

The Lynn Telegram of Lynn, Mass., for Sunday, December 19, presented a long interview with Ralph S. Bauer, leading stationer of that city, who has important establishments in Lynn, Salem and Beverly. Mr. Bauer is a prime mover in everything that tends to the betterment of Lynn, and is in close association with the board of trade, chamber of commerce, etc.

The reporter found Mr. Bauer almost submerged in the

details pertaining to his several establishments, but like most busy men he was able to do a little bit more. Mr. Bauer expressed the view that Lynn is better off now than she has been for two years. He recounted how the shoe factories are busy with thousands of men employed. The war, however, is not enriching the city of Lynn, since the shoe industry there is not the kind that would be affected by war conditions. Mr. Bauer heartily approved of the Lynn Christmas celebration which was going on through the efforts of the chamber of commerce. He referred with approval to the "Trade in Lynn" movement, to the improvement in working conditions in the last twenty years, and to the marked advances the city has made in sanitation, building and in every department.

San Francisco Sees Underwood Champions.

So much interest was shown in the demonstrations by chapion typists at the Underwood booth at the P. P. I. E. that the exhibitions were continued for a time after the close of the exposition at the Underwood offices on Market street. Several demonstrations were given in the window and the crowds fairly blocked the sidewalk. In addition to her store demonstrations, Miss Margaret Owen, world champion with 136 words a minute to her credit, gave an exhibition especially for stenographers and business people one afternoon at 3 o'clock in the Pompeiian Court on the sixth floor of Hale Bros.' department store. Many availed themselves of this opportunity of seeing the woman who has won leadership in a profession where excellence is such a universal demand.

Lunch Room at the Art Metal.

Again the Art Metal Construction Company has introduced a novelty in its factory by the establishment of a lunch room for the use of its office employés, store room organization and foremen of departments. It was planned and elaborated upon by President C. W. Hutchinson of the Art Metal club, and is today a reality through the good offices of President Harry Stoddard, who was instrumental in securing an appropriation for the equipment.

This is the first lunch room organized in connection with any of the factories in the city. It is an innovation and has proved a marked success from the start. It consists of three compartments, two long, narrow dining halls with tables and chairs to accommodate about fifty persons, and a fully equipped kitchen presided over by Mrs. John Hick of Celoron, who is more than maintaining her reputation as an expert caterer. Mrs. Hick was one of some twenty-five who responded to the advertisement for someone to take charge of the Art Metal kitchen.

It is a sort of "jitney" scheme that is carried out in the kitchen, for each order, whether it be for a plate of pork and beans or a slice of pie, costs five cents. That is the uniform price scale. There are about seventy persons of a possible one hundred, who are now availing themselves of this accommodation, which is considered a special privilege during the winter months. Many of the heads of departments have their lunches sent to them and several of the boys get what they want and return to their desks with it. All are supplied with trays and stand at the counter to be served. When they have secured that which they want for lunch they may be seated at the tables in the adjoining rooms referred to, one for men and one for the women.

Large Sales of Cuspidors.

The Ireland & Matthews Company of Detroit report that the month of November showed the largest sales in the history of their company up to the end of that month, but they call attention to the remarkable circumstance that the sales during the first four days of December exceeded the entire sales of the preceding month.

The Ireland & Matthews Company makes a remarkably comprehensive line of brass cuspidors for the finest trade. This line consists of over thirty numbers.

A Splendid Calendar.

Size is not always a criterion of value, but in the case of the splendid wall calendar sent out by the Farnham Printing & Stationery Company of Minneapolis, one may say that the rule holds good that the bigger it is the better. This calendar is fitted with a wooden strip at the top, the sheets being bound to this strip by means of a tape tacked firmly to the wood. A piece of tape fastened in the center of the strip enables one to use an ordinary wall hanger. Above the days of the week of each month are verses or mottoes, some of which are as follows:

THE QUITTER.

It's easy to cry that you're beaten—and die;
It's easy to crawfish and crawl;
But to fight and to fight when hope's out of sight—
Why that's the best game of them all!
And though you come out of each gruelling bout
All broken and beaten and scarred,
Just have one more try—it's dead easy to die,
It's the keeping on living that's hard.

—ROBERT W. SERVICE.

* * *

Don't look for the flaws as you go through life, and even if you find them,
Be wise and kind and somewhat blind, and look for the virtues behind them.

* * *

After your Boss has formed a bad opinion of your ability you are going to have hard work to overcome it—make good as quick as you can; you won't spoil the job.

* * *

Some men's religion is all located in their Sunday suit of clothes and hung up in the closet during the week.

* * *

What profiteth it a man if he save six dollars on a printing job and all his patrons call it "punk."

Timing Telephone Conversations.

The use of the Phone-Meter, which was described in Office Appliances some months ago, discloses the fact that three minutes is a long time for one to talk continuously. The Phone-Meter is manufactured by the Graves Timing Device Company of Philadelphia, Pa., and its use enables one who employs the long-distance telephone to gauge the time of his conversation accurately to the second. A complete revolution of the hand around the dial gives six minutes, the dial being numbered 0, 1, 2, 3, 4, 5. A half a revolution requires three minutes.

The employment of the Phone-Meter will disclose the fact that ordinarily one's telephone conversations require from one and a half to two and a half minutes. Sometimes they require three minutes, but seldom longer than four. One who talks continuously for three minutes is able to say a good many words. This fact, especially in long-distance work, should be of use to users of long-distance telephones since with such devices time is money. The unit of time for long distance is usually three minutes with an additional charge for each minute after the first three minutes. A little preparation of what one wishes to say beforehand, to arrange it in an orderly fashion, will enable one as a rule to keep most messages within the three-minute period.

A little booklet of the Graves Timing Device Company relates several instances where the use of the Graves

Phone-Meter has resulted in substantial savings. In one case the telephone company presented a bill for four minutes, charging $2.30. The Phone-Meter record was two minutes, fifty-eight seconds. This resulted in a saving of fifty-five cents. A call from the East to St. Louis was charged at the rate of four minutes, but the actual conversation as recorded by the Phone-Meter was two minutes, fifty-seven seconds. This resulted in a saving of $1.90.

An Autobiography of a Salesman.

Here is a good letter from a young man applying for a position on the staff of Office Appliances. We regret that we were unable to comply with his wishes, for the writer of such a letter should be a useful man. Perhaps some of the readers of Office Appliances will have something for him. Here is his leter:

"Topsy-like, I 'just grew' until, reaching the age of eighteen, I entered the naval service. While serving Uncle Sam I sailed the seven seas; learned that the world, though round, is not necessarily crooked; acquired that 'crust' so essential to bringing home the bacon.

"My connections on land have found me pushing a truck loaded with a nationally-known breakfast food; practising over-the-counter salesmanship upon those smokers who collect coupons at the expense of tobacco hearts; selling display space for leading metropolitan dailies—a vocation in which I am at present engaged. Five years 'on the street' in the latter activity have given me the opportunity to hang up several worth-while records and to acquire a practical knowledge of the technique of advertising.

"Twenty-eight years of age; long, lean and lank; a wife shares my troubles and my joys. If at a beauty show I should be an innocent bystander, I can nevertheless approach a man with the light of hope upon a countenance that will not drive him to paroxysms of grief. My salary has not as yet been subjected to the income tax. I use both my skull and my heels.

"All of which brings us to the point that on **your** staff there may be room for another go-getter.

"Very truly yours,

"_____."

"P. S.—Dignity? Well, I study my man."

Fine Display of Dixon Pencils.

"I have had today," declared a citizen of Norfolk, Va., "a very liberal education in the art of pencil-making." This man, like several hundred of his townsmen, had stopped to look upon the recent Dixon pencil display in the window of the Old Dominion Paper Company of Norfolk, Va.

Norfolkers who have identified "Eldorado" as "the master drawing pencil," grew in number to a small sized army of particular pencil users. And the slogan "seven inches of pencil perfection" more than ever impressed the general pencil buying public that "Anglo-Saxon" upon a pencil meant "leads that never vary." Dependable "Eldorado" and sturdy "Anglo-Saxon" pencils possess the confidence of all Norfolk and the Old Dominion Paper Company's window display prompted many purchases of these pencils.

A process exhibit; one of those very interesting and ingenious moving mechanical displays of Dixon Brownies; framed pictures of the Dixon fan girl and the Dixon

Display of Dixon Pencils and other Dixon Products in Store of Old Dominion Paper Company, Norfolk, Va.

We Aim At Perfection

in the manufacture of each individual article. The enormous increasing demand is the best testimony of an appreciative trade. We solicit from all dealers not handling our goods a trial. A slow moving supply department will soon put on a rapid stride if you have the right goods.

The High Appreciation of the merits of our goods makes us anxious to place them with every reputable dealer. Our goods command the best prices because they are the best.

TYPEWRITER CARBON PAPERS

The very superb quality in connection with the large and complete variety represents advantages which must make their appeal.

TYPEWRITER RIBBONS

embodying the necessary properties is our distinct claim. We broadly claim that our Ribbons are superior in the vital points that constitute a good article.

WE ask for your Trade on the basis of supplying high-quality goods at most reasonable prices; and the extent and variety which we are able to offer will enable you to meet competition of any kind. Favor us with an inquiry regarding any of our well-known Brands, if you are not already one of our satisfied customers.

MITTAG & VOLGER, Inc.

Principal Office and Factory: PARK RIDGE, N. J., U. S. A.

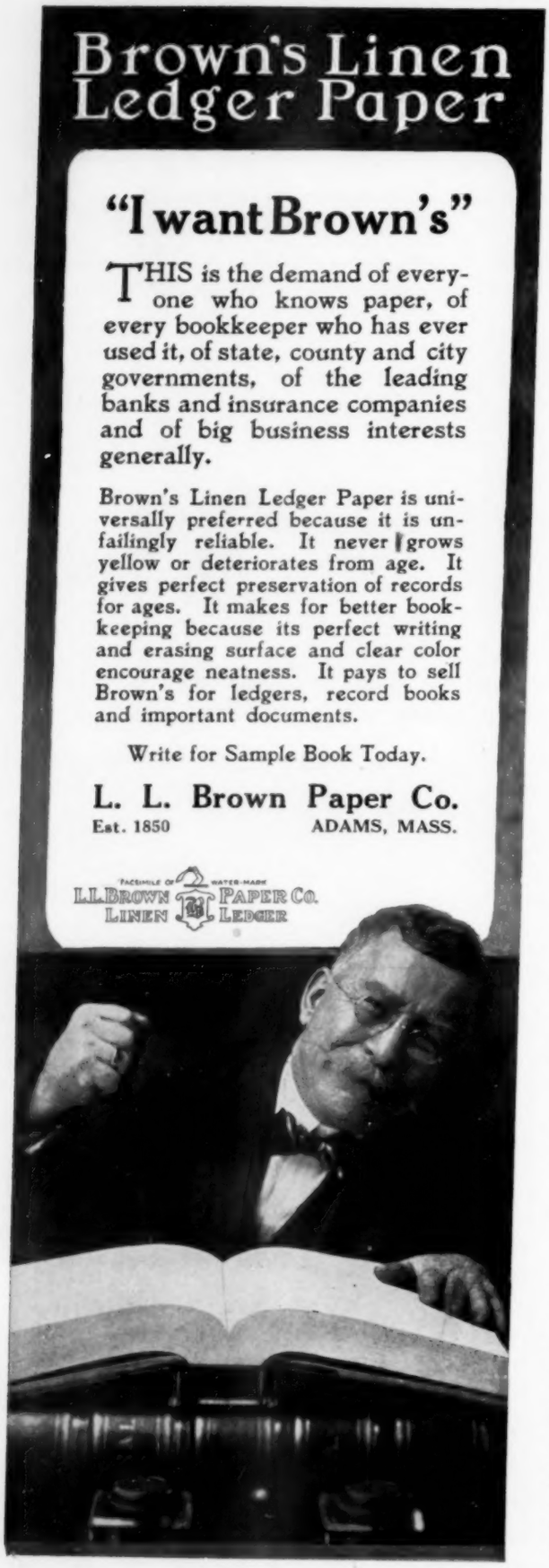
BRANCHES

261 Broadway
NEW YORK, N. Y.

205 W. Monroe St.
CHICAGO, ILL.

7 and 8 Dyers Bldg.
Holborn, E. C., LONDON

AGENCIES: ALL OVER THE WORLD



eraser girl and placards finished with cedar-grained backgrounds, were some of the attractions used by the Old Dominion Paper Company to induce the general pencil using public to stop, look and buy.

"Credit, Its Principles and Practice."

The above caption is the title of a thoughtful and useful book by Ben H. Blanton, an expert on credit work. The book is published by the Ronald Press Company of New York. It contains 319 pages including the index, and covers the principles of credit in a most thorough manner. An appendix contains the various necessary forms for the carrying on of the credit department. The National Bankruptcy Act is given in full for the benefit of credit men generally. The chapters in the book include the following titles: The Credit Department, The Credit Man, The Credit Office Machinery, including the office force, the credit brief, office methods and equipment, forms and blanks, etc.; Credit-Granting—The Customer; Credit-Granting—The House; Bank Credits. In part two are the following chapters: The Commercial Agency, The National Association of Credit Men, Interchange of Ledger Experience, Checking Orders for Credit, Safety Appliances in the Credit Department, Credit Insurance, Incidental Problems of the Credit Man. In part three we have, The Collector and His Methods, Collection and Credit Correspondence, Collection Agencies, Adjustments and Adjustment Bureaus. Part four deals with insolvency under the chapter headings of Causes of Failure, Bankruptcy Law and Proceedings, Proceedings of Creditors, Claims, The Bankrupt, Discharge of Bankruptcy.

By the foregoing one will observe that the whole field of credit is covered in a most comprehensive manner. In the preface to the work Mr. Blanton says that the principles developed in his book and the plans suggested for the handling of credit problems are the result of twenty years of actual experience in the credit office. There is but little literature on the subject of credits, and while the present volume is intended primarily for the younger members of the profession, the author believes that the experienced credit man will find much information in it of a helpful character.

Mr. Blanton tells us that the methods of credit granting have undergone radical changes in recent years, due to the influence of commercial agencies, trade bureaus, the National Association of Credit Men, and the revision of business laws. The principles and methods discussed in the present volume are in accordance with the most recent practice.

"Credit, its Principles and Practice," is a work which should be in the hands of every credit man, for by reason of its thoroughness and of the up-to-date methods outlined its use may suggest ideas occasionally which will result in saving considerable sums of money which otherwise might be lost.

"Inventions and Patents."

This book whose name appears in the above caption contains 288 pages. It was written by Philip E. Edelman, author of "Experimental Wireless Stations," etc., and is published by the D. Van Nostrand Company, 25 Park place, New York.

The frontispiece is a picture of the United States patent office at Washington, D. C. In the preface to his work Mr. Edelman states that it is intended particularly for all persons interested in patents either as inventors, investors, or manufacturers. It is likewise intended for the layman, who will find in it much that is of interest. The author believes that the patent system is incompletely understood by many persons who are most vitally concerned in it,

To the Typewriter Ribbon and Carbon Paper Trade who have so generously shown their approval of the Manifold Supplies Co. policy we extend our hearty thanks and appreciation and our best wishes for a Prosperous 1916. . . .

MANIFOLD SUPPLIES CO.

A. L. Foster, President O. G. Ditmars, Vice-President

BROOKLYN N. Y.

Manufacturers of Typewriter Ribbons and Carbon Paper

Prosperity

From authoritative sources it is stated that the country is now entering upon a period of pronounced business activity.

Especially active are the retail trade centers where business is reported brisk with promise of so continuing.

In anticipation of your increased business you will require

Berkshire Typewriter Papers

Eaton, Crane & Pike Co.
BY INVITATION
MEMBER OF

NEW YORK, U.S.A.

Berkshire Typewriter Paper Dept.,

Eaton, Crane & Pike Co.
PITTSFIELD - MASSACHUSETTS

NEW YORK - Brunswick Building, 225 Fifth Avenue
CHICAGO 601 Monroe Bldg., 108-110 S. Michigan Ave.
PHILADELPHIA - 1024 Filbert Street
BOSTON - - - 387 Washington Street
SAN FRANCISCO - - - - 770 Mission Street
TORONTO - - - - - - 266 King Street, W.

and that this comparative ignorance has resulted in enormous waste.

Much time and money has been spent on valueless inventions or unpatentable ideas, while on the other hand hundreds of people neglect to take advantage of the opportunities offered by the patent statutes, and fail to carry out and patent many valuable inventions.

Inventon requires a faculty which is more than a mere result of education, a complex faculty which requires the best efforts of the human mind. The inventor creates something which has never existed before, and imparts an increased value to the material wealth of the earth. At the same time there is no greater field of investment than that open to the investor in the matter of meritorious patent rights. One of the purposes of this book is to point out these opportunities and to show the steps necessary and the mistakes to be avoided. It is not intended that the book should make the inventor his own attorney, but the law points given are intended rather to give patentees an understanding of their rights. The subject is explained in everyday terms and the matter is not exhaustive, for the subject is too comprehensive to allow such treatment.

Chapter one deals with the development of the patent system. Chapter two takes up the organization of the patent office and the systems in use there. Chapter three deals with patent attorneys. Chapter four deals with the germs of invention, and discusses the inventor, the elements of success, methods of attack, joint inventors, and development before application. Chapter five takes up the field of invention and discusses such general topics as the elimination of handwork, protection of human life, reduction of cost, commercializing waste materials, machines to accomplish new results, new articles of manufacture, and many other fields of invention. Chapter six relates to preliminary steps, reduction to practice, precautions, search, and patentability. Chapter seven deals with patentability and practicability. Chapter eight takes up the application for a patent and its prosecution to a successful issue. Chapter nine deals with protecting an invention, and chapter ten takes up other points of patent procedure. The remaining chapters in the book deal with patent rights and how they are utilized, disposing of patent rights, infringements, points about foreign patents, thoughts on invention and inventors, the present status of inventions, memoranda, appendix, and index.

This is a very successful work for all those who are interested in the patenting of any articles of whatever sort. We cheerfully recommend it as containing much information of value.

"The Organiser" in New Dress.

The Organiser, a monthly business journal for men and women who work, published in England, appears in December in a new size, 7½ x 5¾ inches. On the front cover is the announcement of the contents of this number of the magazine in the following words:

"Under the title 'Kicks and Ha'pence' the editor resumes, in this number, a review of current advertisements, in which he indulges in what is intended to be useful and constructive criticism. An important feature of this issue is a suggestive article on 'Town Prosperity,' in which the writer urges that provincial towns should organize for their own benefit, and shows how much could be done to increase their revenues and decrease their rates."

The Organiser is an interesting magazine, well edited, well printed, easy to read and of a comfortable size.

"In Recognition of Forty Years of Sustained Excellence in the Development of the Art of Mechanical Writing."

This wording of the **Special Diploma of Honor** given to the **Remington Typewriter Company** by the **Panama-Pacific Exposition** is a remarkable tribute to Remington leadership. It is supported by a **Grand Prize,** a **Gold Medal of Honor** and two **Gold Medals**—the highest possible awards in every department of our business.

That the Remington has consistently EXCELLED throughout the entire forty years of typewriter history is shown by the following extraordinary list of Remington Awards at Expositions from the foundation of the industry to the present time.

1873—Advent of the first writing machine (Remington).
1873—**New York**—Medal and Diploma, American Institute Fair.
1876—**Philadelphia**—Centennial Exposition—Diploma of Honor.
1878—**Paris**—Gold Medal.
1884—**New Orleans**—Second Prize. (The only occasion in our career when in competition for award we were given second place. First prize went to the "Hammond.")
1886—**New York**—Medal, American Institute Fair.
1886—**Trenton**—Diploma and Medal.
1888—**Melbourne**—Centennial Exposition Medal.
1888—**Toronto**—Gold Medal.
1889—**Paris**—Gold Medal.
1889—**New York**—American Institute Fair, Medal of Superiority.
1890—**New York**—American Institute Fair, Medal of Superiority.
1892—**Paris**—Gold Medal.
1892—**Kimberley**—Gold Medal.
1892—**Tasmania**—Gold Medal.
1893—**Chicago**—Columbian Exposition—Official Typewriter of the Exposition.
1893—**Monaco**—Gold Medal.
1894—**Antwerp**—Universal Exposition—Medal of Honor.
1894—**Manchester**—Gold Medal.
1895—**Lyons**—Gold Medal.
1895—**Belfast**—Gold Medal.
1895—**Manchester**—Gold Medal.
1896—**Manchester**—Gold Medal.
1896—**Danzig**—Gold Medal.
1896—**Stuttgart**—Gold Medal.
1897—**Manchester**—Gold Medal.
1897—**Brussels**—Diploma of Honor and Grand Prix.
1897—**Bristol**—Gold Medal.
1897—**Queensland**—Gold Medal.
1898—**Luxembourg**—Diploma of Honor.
1898—**Pretoria**—Gold Medal.
1899—**Ghent**—Diploma of Honor.
1899—**Aberdeen**—Gold Medal.
1900—**Paris**—Grand Prix (2).
1900—**Paris**—"Legion d'Honneur" decoration by French Government.
1900—**Paris**—Official Typewriter of the Exposition.
1901—**Christchurch, N. Z.**—Highest Award.
1901—**Buffalo**—Pan-American Exposition—Official Typewriter of the Exposition.
1902—**London**—(Crystal Palace)—Gold Medal.
1904—**Nantes**—Grand Prix.
1906—**Brussels**—Grand Prix.
1906—**Bucharest**—Grand Prix.
1910—**Brussels**—Grand Prix.
1911—**Turin**—Grand Prix.
1911—**Turin**—Special Diploma of Highest Excellence.
1911—**Turin**—Official Typewriter of the Exposition.
1911—**St. Petersburg**—Gold Medal.
1911—**Odessa**—Gold Medal.
1913—**Quebec**—Gold Medal Diploma.
1915—**San Francisco**—Official Typewriter of the Exposition.
1915—**San Francisco**—Grand Prize, Medal of Honor and two Gold Medals.
1915—**San Francisco—Special Diploma of Honor.**

Remington Typewriter Company

(Incorporated)

New York and Everywhere

Attention! Telephone Users

AT LAST the Phone List problem is solved. The Meilicke Active Phone List has been especially designed to improve telephone efficiency. Makes it unnecessary to flounder through a huge directory—to worry about scratch paper—everything is placed at your finger tips. 99% of your calls can be listed in a

Meilicke Active Phone List—$1

Note These Features:

Hinged cards so that reference and entries can be made by merely tipping cards.

Index cards automatically fly closed when reference is finished.

Cards are loose leaf and will hold 360 names, exchanges and phone numbers.

Tabs plainly in sight.

Scratch pad and calendar are necessities.

The frame is made of pressed steel, black rubber finish same as phone.

This attractive device is durable and highly finished; it will last a lifetime.

Detachable Style

Snaps on Telephone

YOU get fully a $10.00 value when you purchase a Meilicke Active Phone List. It is the handiest little device on the market!

Desk Style

Wall Phone Style

Each Phone List Packed in attractive box.

If Our Phone Lists are not handled by your Dealer, Send One Dollar, and we'll mail you Postpaid either.

Meilicke Calculator Co.

350 North Clark St., Chicago, Ill.

Send for circular "Meilicke Active Phone List for Souvenir Advertising"

New Dixon Advertising Cards.

This illustration presents an effective black and white advertising card which is designed to enhance that dignified attractiveness for which stationers are constantly aiming in the appearance of their stores.

It has sufficient "action" to give it selling power—the

A Dixon Advertising Card.

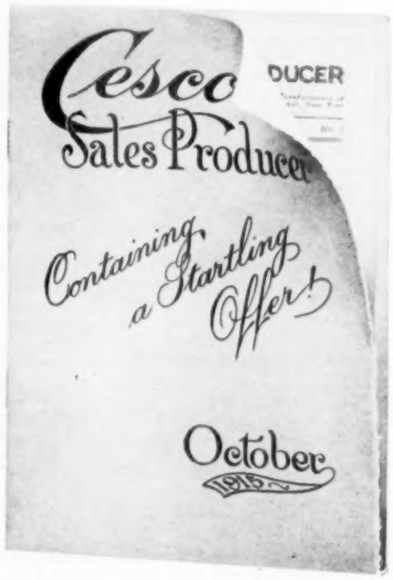
power to sell Dixon's Best White No. 352. The pencil it pictures is especially useful for marking upon either black or gray photograph album paper, to letter titles, to describe, to explain or to make memoranda around the pictures. Or perhaps to draw a border, or decorate in some other way the album page.

For architects who wish to make corrections, extensions or other alterations upon blueprints, Dixon's Best White No. 352 is an excellent medium. For the high-lights upon gray drawing paper, No. 352 is especially recommended and also upon all dark colored surfaces. In fact, Dixon's Best White is a most welcome visitor to many persons, for even women who do their own dress-making like Dixon's Best White No. 352 because it marks clearly upon cloth.

These hanger cards may be obtained from the Joseph Dixon Crucible Company, Jersey City, N. J.

"The Cesco Sales Producer."

This is the name of a new house organ recently issued by the C. E. Sheppard Company, loose leaf manufacturers



New Sheppard Company House Organ.

of New York. This little house organ will be published monthly. Its object is to help retail merchants not only in

The Handwritten Ledger Page

The New Underwood Idea

expressed in the

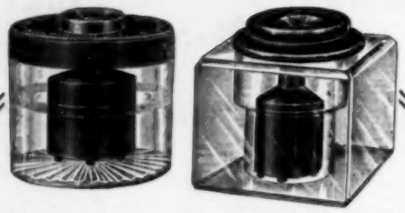
Underwood Bookkeeping Machine

In One Operation it

- Carries Debit & Credit Totals either as separate or Combined Runs
- Balances Every Account as Posted
- Furnishes a Perpetual Balance of the Ledger as a whole

Mechanical Bookkeeping developed to the Last Degree

Underwood Typewriter Co.
Inc.
Underwood Building New York City



No. 51. 3 inch., size, Plain Glass, $1.50 No. 52. 3 in. Cut Glass, $2.00 No. 53. 3 in. Plain Glass, 1.75

Cleanliness—Comfort Efficiency—Economy

Those are the elements which placed the Sengbusch Self-Closing Inkstand so far in the lead.

Cleanliness: Because the *ink* is *always* perfectly *fresh* and *clean*. No more ink thickened from evaporation, dust or sediment, for the man who uses the "Sengbusch."

Efficiency: Because the pen-dip is natural and to a uniform depth—every dip gives just enough ink, with no stringy clots of thick or dirty ink—no overloaded pens. The result is—*clean* and *rapid* work.

SENGBUSCH *Self-Closing* INKSTAND

Economy: Because no ink can evaporate, none will get spilled, none will be shaken off the pen onto floor or blotter. What is not *used* stays in the well.

Comfort: Because the ink is always ready, no cover to remove and replace (or forget), no care required to avoid spurting. Just dip your pen and write.

The B&S Mucilage Applier

The B&S Mucilage Applier is something entirely new, and is just what the people have long been looking for—a means of using mucilage that is always ready, always clean and handy.

The B&S is a handsome article, made of hard, black rubber, convenient, refillable, non-spilling. Should be on the show case of every stationer. Sells on the "money-back" basis.

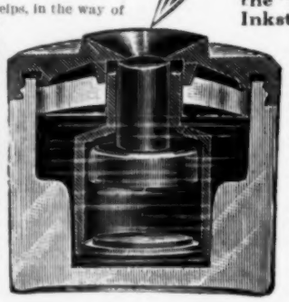
DEALERS AND AGENTS WANTED IN ALL PARTS OF THE WORLD.

Both of the above are great successes. The people take to them readily, and they sell, either over the counter or from personal solicitation.

We furnish helps, in the way of printedmatter, that assist our representatives, and shall be glad to hear from anyone, in any country, who desires to represent us.

Both articles sell in homes, offices, schools and stores. They are practically indispensible, once a person knows their advantages. The inkstands are put up in over 100 designs and combinations, so every taste can be suited.

Sectional View of the "Sengbusch" Inkstand



The float in the center keeps the well closed like a corked bottle. When the pen is dipped it pushes this float down (the resistance is too slight to be noticed) and that makes the ink overflow at the top of the "chimney," giving the pen fresh, clean ink, and just enough of it. The ink can't spurt, evaporate, nor thicken with dirt or sediment. None of it is open to the air.

SENGBUSCH SELF-CLOSING INKSTAND CO.
400 Stroh Building, Milwaukee, Wisconsin, U. S. A.

their loose leaf departments but in every other department of their stores. The Cesco Sales Producer is attractively gotten up in a convenient size and will be mailed regularly without charge, of course, to all stationers who may be interested.

Chicago Salesman Makes Mark in Dixon Organization.

Among the "Dixonites Who Pencilize the Country," one of whom is written up in each issue of the Joseph Dixon Crucible Company's house organ, "Graphite," is C. A. Orth of Chicago, whose likeness and a sketch of whom appears in the current issue of that little organ. It is said that Mr. Orth fulfills the definition of a salesman, since he is "one who sells, satisfies both employer and customer, justly serving the interests of both, using initiative and originality constantly to increase sales without misrepresentation or losing customers by selling something not wanted."

Mr. Orth is a native of Detroit and is described as a man of about ninety horsepower energy who hits all six cylinders in his work, and it is said that he sells the highest grade drawing pencils as easily as the cheaper ones.

C. A. Orth, a Chicago Dixon man.

Concluding its description of Mr. Orth and his work, "Graphite" says:

"'Service' has always had a particular meaning to Orth. It is the material with which he models customers into friends. His first position was as a cash boy in the stationery department of a well known Detroit concern. This concern is now a valuable Dixon account. Orth does not forget his obligations or promises. Often he called upon an elderly notion jobber in Pittsburgh, but for some time he could not interest the latter in Dixon Pencils. Finally this jobber gave to Orth all of his business. From time to time this jobber had asked for certain samples of Dixon pencils. Invariably the pencils arrived promptly, 'just as if,' explained this jobber, 'I had been a regular buyer.'

"Orth, ever since his youthful days in Detroit, has had a leaning toward baseball and the commercial stationery trade and when he leans against a prospective account, he does it as his famous fellow townsman, Ty Cobb, leans against the ball."

An Efficient Adding and Calculating Machine.

The Sundstrand Adding Machine Company of Rockford, Ill., has issued a folder for the benefit of its customers and agents, describing this simple and efficient adding and cal-

Royal Master Model 10
Price $100

Compare the work and you will choose the Royal

COMPARE the work done on the Royal Typewriter—put it to the deciding test of actual results.

Compare the appearance of the work—the clean, clear, legible letters, the exact, correct lines.

Compare the time saved by the operator, through the mechanical responsiveness of the Royal.

Compare the money saved through the ending of *excessive repairs*—the money saved because the Royal does not have to be "laid off."

Compare the life of the Royal—the long life built into it because it is invented, designed and built to be a *true* visible typewriter in construction as well as in operation.

Compare the greater value of your investment in the Royal—the enduring value in a typewriter which is not built to be sold with the expectation that it will have to be "*traded-out*" in two or three years.

Compare the simplicity of the Royal—a typewriter which writes, which bills and charges, which types cards, without a single extra attachment—the typewriter on which your stenographer does *more* work and *better* work with *less effort*.

Get the *facts*. Know the Royal. Telephone or write any Royal branch or agency for a demonstration now, and "compare the work" in your own surroundings and under your own working conditions.

Write for "Facts About the 'Trade-Out'"

Every stenographer who reads this book will appreciate it. We want to place a copy in your hands. We will mail it at once if you write for it.

ROYAL TYPEWRITER COMPANY, INC.

Royal Typewriter Bldg., 364 Broadway New York City

Branches and Agencies the World Over

"Compare the Work"

Replaces slow, tedious, expensive, inaccurate mental figuring methods with swift, easy, inexpensive, accurate mechanical figuring methods. It is a positive factor in bettering business. Every standpoint of adding and listing machine value is covered by the name—SUNSTRAND.

SIMPLE. The simplest in construction and operation of all adding and listing machines. All unnecessary parts and keys eliminated.

UNLIMITED. The versatility of the Sundstrand is unlimited. It adds, multiplies, subtracts and divides, and handles fractions as easily as whole numbers.

NOVEL FEATURES. Portable, Visible Items, Totals and Digits, Automatic Sub-Totals, Correction of Errors before or after pulling lever, multiplication from left to right.

DEPENDABLE. The Sundstrand may be depended upon for rapid, accurate work, continuous service and all the up-to-date advantages of a high class adding machine.

SPEEDY. The Sundstrand does it work speedily because of its condensed keyboard of only ten keys and its short, easy, quick, lever stroke.

TOUCH METHOD. Because of the compact arrangement of keyboard, an operator can easily memorize the location of the keys, making touch operation simple and practical.

RUGGED. All working parts are made of extra heavy steel. Parts subjected to wear are case-hardened. No delicate adjustments. No friction of springs.

ACCURATE. The Sundstrand will handle all of your figure work accurately and at a great saving of time (and money) over your present methods.

NECESSARY. The Sundstrand is necessary in every business office. We build several models. One of them will surely fit your needs.

DURABLE. The Sundstrand is guaranteed for two years against defective material or workmanship. Imperfections repaired, free of charge, during this period.

As Low as $125.00

You can buy a Sundstrand as low as $125. This model lists and totals 99,999.99, or two more columns capacity than any adding and listing machine on the market. It prints totals in red and is also equipped with repeat key and combination non-add and clear key. Other styles and sizes from $135 to $200.

Try It 30 Days

Without obligation to you—let us send a Sundstrand to your office for 30 days trial. Compare its work with your present methods. At the end of the trial period, if it hasn't sold itself to you, just return it, express collect. For full information, sign and mail the coupon below.

The Sundstrand Adding Machine Co.
ROCKFORD, ILLINOIS

The Sundstrand Adding Machine Co.
Rockford, Illinois
Please submit list of sizes, styles and prices of the Sundstrand Adding and Listing Machine. Send to address on attached letter head.
Name.....
Firm Name.....
Street Address.....
Town and State.....

THE KEYBOARD

culating machine in great detail. The Sundstrand is a ten-key machine weighing less than twenty-five pounds, and possesses features of extreme simplicity of construction and operation, together with great efficiency, rapidity and capacity. It is moderate in price. The Sundstrand keyboard is designed for simplicity, speed and accuracy. It contains in all sixteen keys, but the digits from naught to nine form the principal ten keys, the others being the "non-print," "error," "repeat," "lock," "non-add" and "clear" keys. This arrangement of the small number of keys gives great opportunity for the employment of the touch method of adding and calculating.

The Sundstrand is made in several styles and sizes, including Model "A," Model "A*1," and Model "B*1." All of the foregoing are seven sector machines with listing and totaling capacity of seven figures. They differ in one or two other items of construction. Model "C" is a nine-sector machine with a listing and totaling capacity of nine figures. Model "C*1" is also a nine-sector machine, as is Model "D." Model "C" has a five-inch carriage, while Model "C*1" has an eight and one-half-inch carriage for tabulating and cross-footing, and Model "D" has a thirteen-inch carriage. Prices range from $125 to $200.

Norway, the Beautiful.

Nowhere have we seen a printed production so beautiful as "Norge," Norway's pictorial annual produced at Christiania by Mittet & Co. and for which we are indebted to M. Nissen-Lie of Christiania. We thank the donor cordially, not only for the book, but likewise for the good wishes which accompany it. America with her California and her Colorado, with her Yellowstone and her Yosemite, her Niagara and her splendid wealth of scenic beauty scattered in such profusion across the North American continent, has, so far as we know, produced nothing in the way of a printed production which can equal this annual which presents the wild beauties of the Norwegian shores and mountains with such vivid and picturesque realism.

Printed upon heavy coated stock, almost every page bears a picture reproduced from a photograph of some Norwegian scene, either of snow-laden trees and hillsides, or of verdant summer landscapes. We see ski-ing parties in their healthful fun near Christiania, and we are given a view of lofty mountains with the clouds kissing their summits, while below in the valleys are the evidences of prosperous farm life—while everywhere there is something grand and beautiful to delight the eyes.

Most of the pictures, which number more than two dozen, are ten and one-half inches wide by eight inches high, and are printed in a beautiful sepia tone, which lends itself so well both to reproductions of snow scenes and summer landscapes. The introduction, entitled, "Norway, Europe's Health and Holiday Home," was written by Robert Millar, and is published in Norwegian, German, English and French. It is an eloquent tribute to the beauties of Norway and its advantages as a health resort and a playground for tired people.

Handsome Desk Catalogue.

The Bentley & Gerwig Furniture Company, Parkersburg, W. Va., has issued a beautiful catalogue of its lines of office desks for business purposes. These lines embody high grade material and workmanship, and possess constructive features which render them popular wherever they are demonstrated. The present catalogue is the thirty-third catalogue and price list issued by the Bentley & Gerwig Furniture Company. The company announces that it carries its entire line in stock at all times and can therefore make prompt shipments of all orders. The

The "Silent Smith" Operator Never Wants to Change

It is when she has to use an ordinary typewriter, even for a few minutes, that she really appreciates the difference. The noise is a shock and she wonders how she ever got along with it before. She is anxious to return to her "Silent Smith" and never to change.

This wonderful machine has all the conveniences needed, including variable line spacer and decimal tabulator; is ball bearing throughout, and then — *silence of operation.*

Read more about it in our new illustrated catalog of Number 8 which we will send you for the asking.

We manufacture and sell a complete line of Silent (8-7-6-3) and Standard (6-5-4-3) models.

L. C. Smith & Bros. Typewriter Co.

Factory and Home Office
SYRACUSE, N. Y.

Branches in All Principal Cities

BALL BEARING LONG WEARING

The Visigraph

Is the COMPLETE typewriter, desirable for every writing service.

It has SPEED, is quiet and easy running, has interchangeable carriages and every convenience known to the Typewriter Art.

IT IS COMPLETE

Catalogues on request.

The Visigraph Typewriter Co.

Lenox Avenue and 116th Street

New York City

GENERAL AGENCY FOR GREAT BRITAIN,
35 Queen Victoria Street - LONDON, E. C.

catalogue gives illustrations and descriptions of some forty-four styles of desks, including regular roll top office desks, flat top office desks, typewriter desks, bookkeepers' standing desks, salesmen's desks, etc.

Remington Notes Again.

Our copy of the New Year's number of Remington Notes has arrived. Always a bright and cheerful messenger of inspiration and helpfulness, this issue seems fairly to outdo itself. Even before one opens the magazine, a hint of its especial excellence is conveyed by its attractive cover. This is a beautiful picture of an incident that has occurred at least once in almost every stenographer's business experience.

Remington Notes in this number for the first time dips

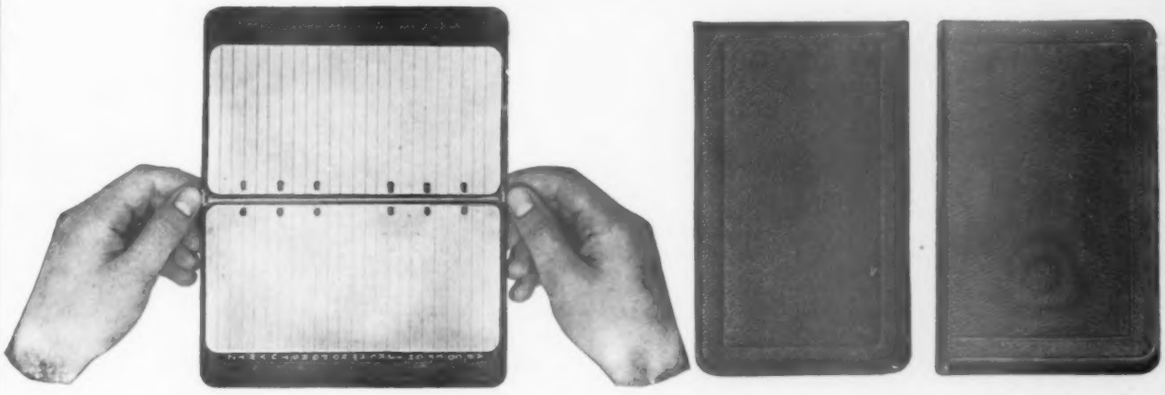
Cover Design of New Year's "Remington Notes."

into fiction, and it is to be congratulated upon the very dainty morsel of a story the first dip has produced. The reward Miss Langdon received in the story was well deserved, and the lesson readers will draw from the story will be well worth the learning.

Then there is an article describing a remarkable public test of the Remington column selector conducted at the New York Business Show. This test actually demonstrated a twenty-five per cent time and labor saving in the writing of letters, through the use of this exclusive Remington feature. The story of another feature of the New York Business Show also makes fine reading in this number. It is a description of the speed contests, and the victory of Miss Hortense Stollnitz in the novice contest. Miss Stollnitz, with but a year's practice, achieved the remarkable record of 114 words a minute, using a Remington.

A special article by E. J. Koester, shorthand reporter, entitled "Accuracy in Typewriting," is a splendidly prepared talk upon an extremely interesting and profitable

NATIONAL

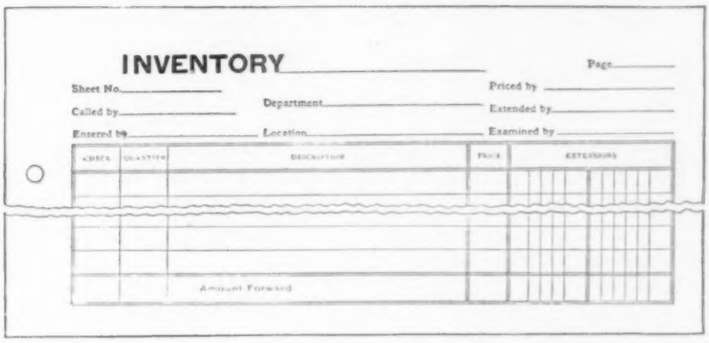


NATIONAL LOOSE LEAF MEMORANDUM BOOKS

ADDRESSES, Notes and Cash Account may be all kept in the same book, properly indexed. 7 stock fillers offered; plain, faint, quadrille, $ and c, 4-column, Journal, and D. E. Ledger.

MECHANISM is strong, yet compact. Full flexible black morocco binding. Transparent celluloid fly leaves. Indexed. Pocket in cover of four largest sizes. 6 sizes, Side Opening; 3 sizes, End Opening.

National Inventory Sheets



12 x 9½
2, 3 or 4 Holes
List Price,
$5 per M.

PUNCHED to fit 3 16" Post Binders, Ring Binders, and Prong Files. Ruled and printed on both sides. The most rapid system for stock taking yet devised. All departments work at the same time. Sheets, numbered before distribution, are quickly collected, extended and filed in the binder, which becomes the permanent Inventory Record.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS.

BLANK BOOKS

THE GREAT INTERCHANGEABLE TYPE TYPEWRITER

The *MULTIPLEX* writes over FIFTY LANGUAGES in *MANY STYLES OF TYPE*—instantly interchangeable.

Two sets of type—or *two to five different languages*—ARE ALWAYS IN THE MACHINE. *"Just Turn the Knob"* and change *instantly* from one to the other.

Any other type or language may be substituted in a few seconds.

The action of the *Multiplex* is AUTOMATIC and whether the key stroke be heavy or light the impression is *ALWAYS UNIFORM.*

DEALERS:—IF YOU ARE INTERESTED IN A PROFITABLE PROPOSITION WRITE US TODAY. The HAMMOND has more convincing selling and demonstrating points than any other typewriter.

Let us tell you of our—

"SPECIAL AND ATTRACTIVE PROPOSITION TO DEALERS."

The Hammond Typewriter Company

69th Street and East River, N. Y. C.

subject. Mr. Koester knows whereof he speaks, and his words will carry due weight with every ambitious typist who reads them.

The "Practical Points for Typists" department continues to maintain its reputation as a veritable mine of useful information for the typist. Hints that are labor-savers and money-earners are the rule of this department, and the three pages it contains in this number fairly abound in just those things.

Taken all together, so exceptionally interesting and entertaining is this number of Remington Notes that our guess would be that the typist who, having obtained a copy, fails to read every word of it, is either very busy or very hard to interest.

Copies of this issue of Remington Notes may be obtained free of charge by sending to the Remington Typewriter Company, 327 Broadway, New York.

Booz Starts Business Research Service.

Edwin G. Booz, former statistician of the Produce Terminal Corporation of Chicago, has recently organized the Business Research Service and has been made its director.

This service is said to be the first of its kind in the Central West and is designed to meet the new demand on the part of manufacturers, sales and advertising managers and advertising agencies for a skilled research service in the field of business.

Particular attention will be paid to the subject of investigating market conditions in different fields and industries, and also to making studies and investigations for trade and commercial organizations of various kinds.

Mr. Booz has served as director of the research department of the largest woman's magazine in its field, also for a large Chicago newspaper and several corporations in the East.

The offices of the Business Research Service are located in the Otis building, Chicago.

A Clever Advertising Organ.

The "No Evening Ledger Posting" is the title of a house organ published by the Burroughs Adding Machine Company of Detroit, after the fashion of the Saturday Evening Post. Even the girl on the cover is quite as attractive as any of the young ladies who have been immortalized by the famous Curtis periodical. The first article in the "No Evening Ledger Posting" is "The Hundred Per Cent Poster—A Story Within a Story." The paper is published by the Burroughs Company at Burroughs Block, Detroit. The copy is written by the Burroughs Company and "entered at your office, also at our offices in 170 cities." It was founded A. D. 1884 by Wm. S. Burroughs.

All this, of course, refers to the Burroughs adding machine, which was invented in 1884 by William Seward Burroughs. The typography and style of illustrations are similar to those of the Saturday Evening Post, and there can be no possible objection on the part of the Curtis Company, since the imitation is obvious and the publication is issued with the full understanding that the reader will at once see the point of it. It is really a remarkably clever piece of work in style and material, and at the same time it is a compliment to the Saturday Evening Post, whose style it so frankly follows.

The "No Evening Ledger Posting" is devoted throughout to propaganda on the subject of the Burroughs ledger posting statement machine. Whatever features of general interest may be contained in each article one can always depend that before one has finished it one will be reminded that the Burroughs ledger posting machine will find its way into the story.

Weis

Disc Record Files

Now Made for Three Styles Victrolas

The immense popularity of the No. 1600 Victrola outfit and the numerous calls for our practical indexing arrangement for the smaller Victrolas prompted us to add these files to our line.

No. 1116 Record File (for the $100 Instrument) consists of a cabinet similar to the No. 1016. It holds 80 records, 40 ten inch and 40 twelve inch. Each record has its individual pocket, indexed for quickest finding, index book, gummed numbers and instructions for indexing with each file. There are also two shelves for storing surplus records.

No. 1016 Record File for Victrola X

Victrola XI Equipped With No. 1116 Record File

Record Files are substantially built of Oak, finished Golden or Fumed and Birch Mahogany. The file occupies the entire space beneath the motor. Take doors of record compartments off Victrola, remove albums or shelves and slide the new record file into place. Doubles the pleasure of playing records. Provides a systematic indexing method so that records may be found instantly without handling any but the record wanted.

No. 1016 Record File (for the $75 instrument.)

The sloping partitions or horizontal shelves usually furnished with this popular instrument makes systematic indexing difficult if not impossible. With No. 1016 Record File, one can find any selection instantly.

No. 1016 holds 70 records, 30 ten inch and 40 twelve inch. Each is indexed in its own pocket. Index book, gummed numbers for indexing records, and instructions with each file. Simply remove the shelf or interior in your Victrola and slide this new, practical file into place.

Mr. Dealer: The Holidays will soon be here. More of these popular instruments will be sold than ever before. Why not be one of the leaders, or perhaps *the* man, in your town to stock this popular and profit-producing line as well as our handsome and practical Sectional Files for sheet music and player rolls. Write today for discounts and complete information.

Record Files For 10 and 12 inch Records

Made of tough binders' board with cloth re-inforced corners. Deep brown covering. Top fastens with snap catch. Leather pull on end to facilitate easy handling. Designed to be used for surplus records or for use with instruments which have no filing space. Each file holds 12 records, which are filed between numbered guide cards that are locked in the file. No rubbing or scratching face of records. Index sheet supplies spaces for indexing records with one or two playing sides. Made to retail at moderate price.

No. 1001 No. 1202

The Weis Manufacturing Co.

154 Union Street Monroe, Mich.

New York Office—75 John St.

Weis Desks and Files

Are Made Complete and Extremely Efficient by Using The Varied Assortment of Filing Drawers

Have a demonstrating desk or file on your floor. With the aid of our catalog it is an easy mat to show your customer an arrangement that will beautify his office as well as meet his requiremen

No. 1888

Weis Filing Desks

are made in single and double p estal, cap or letter widths in a w range of beautiful finishes. H useful filing drawers instead comparatively useless stora drawers. A file and a desk c bined is many times more effici than separate desk or f There are ten kinds of draw for filing Letters, Index Car Checks, Vouchers, Blanks, E We assemble the assortment drawers you select, and t supply "a complete office on legs" at the price you ordina pay for either the file or desk.

Left Side Cap Width contains Drawer D, Drawer F and Drawer A. Drawer between pedestals. Back panel closes space between pedestals. Top 28x58 inches. **Right Side Cap Width** has Slide Shelf, two Compartment L and one Drawer H. Description under filing drawers shown at bottom of these two pages apply to Letter Size. They are also made in Cap Size, 15⅛ inches wide.

Weis Typewriter Filing D

With Your Choice of Filing Dra
(Shown below)

Shipped Knocked Down, folded very easily assembled

No. 444

If you're not a Weis Dealer

You are invited to "join the procession". We co-operate to the fullest extent with our representatives. Direct inquires, received in response to our general advertising, are referred to the dealers in the town in which the prospective customer lives. Will you write us today and say you are interested?

The Weis Manufacturing Co. 154 Union St. Monroe, Mich.

Drawer A

Capacity 5000 letters. Inside dimensions, 10" high, 12¼" wide 22¾" deep. Equipped with Follow Block.

Drawer B

Two Compartments Document or Voucher File. Inside each compartment 10" high, 5¼" wide 22¾" deep. Equipped with Follow Blocks.

Drawer C

For 3x5 cards. Two Compartments. Total capacity over 4500 cards. Equipped with Steel Follow Blocks.

Drawer D

For 4x6 cards. Two Compartments. Total capacity over 4500 cards. Equipped with Steel Follow Blocks.

Drawer E

For Cancelled Check side dimensions, 4¾" 9½" wide 22¾" deep. Follow Block and able Rod.

Our Extensive National Advertising Assists Materially in Your Selling

vertisements appearing in such high class publications as urday Evening Post, Cosmopolitan, Literary Digest, Printers' and many others, produce results. Every inquiry we receive ps some dealer. It makes *Weis* lines easy to sell. Workman-p, construction, capacity, service and price considered, vou give r customers better value for every dollar invested than in any er line.

No. 421

Weis "421 Line" Solid Oak File

filing of Letters, Invoices, Legal Blanks, Cards, Etc., dominates the priced files on the market. Recognized as a standard wherever letter values are discussed. Many years of satisfactory service prove this one of exceptional merit.

The Prices Have Recently Been Reduced

ch is another lever for quick and easy selling. Made in solid, seasoned finished Golden, Natural or Weathered, also in Birch Mahogany. h frame-joint is interlocked, glued and held with two screws. inets are almost wear-proof. Drawers are dust protected and are fitted with self-locking follow-blocks or compressors. Roller Bearings under points of greatest bearing make drawers roll easily, even though loaded to capacity.

Made in two, three and four drawer heights in the letter and legal cap sizes, two, three, four and five drawers high in the invoice size. Specially arranged cabinets in various heights according to arrangement of filing drawers selected.

Demonstrating Cabinet

Get Catalog "J"—Ninety-six pages of office furniture, stationery supplies and specialties for the office.

Write today—you'll be interested

The *Weis* Manufacturing Company

154 Union Street

Monroe -:- Michigan

New York Office—75 John St.

Made in Canada by The Knechtel Furniture Company, Ltd., Hanover, Ontario

Drawer F

Storage Drawer, Solid Bottom. Inmensions 4½" high ide, 22¼" deep. removable parti-

Drawer G

Large Storage Drawer, Plain Solid Bottom. Inside dimensions 10" high, 12⅛" wide, 22¼" deep. Two removable partitions.

Drawer H

Three Compartment Document or Voucher File. Inside each compartment, 10" high, 3¾" wide 22¼" deep. Equipped with Follow Blocks.

Compartment L

Contains three Legal Blank or Electrotype Drawers. Inside dimensions, 1⅛" high 11" wide, 22" deep, with removable partition.

Compartment M, Open

For 5x8 Cards and Blanks. Contains two Blank Drawers like L and a large Storage Drawer with a No. 1158 Card Index Tray complete. Drawer 6½" high, 12⅛" wide, 22¼" deep inside.

Weis Plain and Holly Wrapped RECIPE CABINETS

Always move fast at Christmas time. Are you ready to supply your customers? Made in 3x5 and 4x6 sizes, 250 and 600 card lengths. Each tray equipped with set of 23 guides marked "Bread", "Cereals", "Sauces", Etc., and either 100 or 300 Horizontal ruled cards upon which recipes may be written or pasted. The wrapped trays are neatly covered with illuminated Holly paper around which is tied a red ribbon with presentation card, the whole again wrapped in transparent Waxine paper. Very attractive and appeal instantly to Xmas shoppers. Write today and say you're interested, We'll be glad to send you price list and discounts. We also furnish neat display card for your counter or window.

A New 3 x 5 Midget

Now offered to meet the demand for a cheaper tray. Made in Plain Golden Oak, equipped with set 20 division alphabetical guides and 100 Horizontal ruled cards. Extremely low in price. Write for particulars.

Stationery Storage Cabinets

Made in Quartered Oak, Golden and Natural finish, also Birch Mahogany.

Handy cabinets for keeping enough stationery, envelopes, etc., for daily use, at hand, easily accessible yet protected from dust and flies.

No. 150 Without Lid

Stationery Cabinets have compartments for letter, cap and note size papers, invoices large and small envelopes, etc., and a drawer for carbon papers, erasers and miscellaneous accessories. Are solidly constructed of seasoned lumber. The Quartered Oak is nicely flaked. An ornate and practical desk accessory.

No. 140 Open

The Weis Manufacturing Co.

154 Union Street

Monroe -:- Michigan

New York Office
75 John Street

Address Mail to Factory

Chicago Display
511-515 S. Wabash Avenue

Getting Posted Concerning Posters.

How the Royal Typewriter Company Is "Royalizing" the Man in the Street. Realizing the Best Out of Posters by Driving Home the Merits of the Product, no Matter Whether It Is New or Old, in a Few Compelling Words.—By Arthur A. Nelson, Advertising Manager, Royal Typewriter Company, Inc.

Poster advertising has come into its own, especially in these days of giant newspaper headlines and the war bulletin. Getting posted about posters is everybody's business nowadays. Manufacturers and national advertisers have been waking up to the potential value of the modern commercial poster, with its splendid blaze of color which even the big business man cannot escape, and its compelling catch phrase which is equally potent to rivet the interest of the Man in the Street.

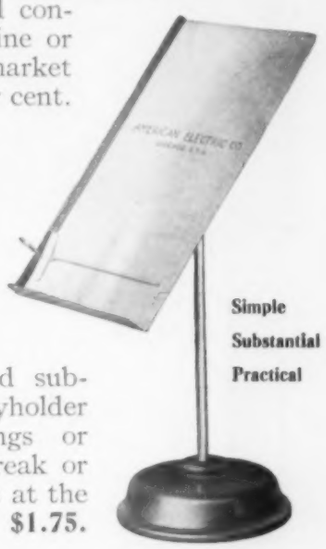
A good poster must have and usually has a remarkably strong appeal to the mental and physical side of man. Its appeal to the physical senses is inescapable, provided the poster is big enough to stand out among its fellows, or at least to have an equal chance of attention. The Man in the Street can no more escape the subtle, persistent influence of these posters than he can escape breathing the same air as his fellow citizens. He is compelled to see them, whether he wants to or not. And all the time their masterful and persuasive selling talk is surreptitiously pulling at his purse strings. In the great metropolitan cities of America, and, for that matter, everywhere else, posters have actually become a part of our lives. Getting the best out of posters is a big job, but there are plenty of men in the poster business who are big enough for the task, as they have demonstrated time after time. They know that a good poster must appeal to the business side of human nature, just as powerfully as it must appeal to the physical senses. They know how to make backgrounds that are a barbaric blaze of color, and how to drive home the merits of a product, no matter whether it is new or old, in a few compelling words. They know where to put the poster so as to get the attention of the most people at the least expense, and they know how to "stage" their effect upon the public by some spectacular flash of carefully designed coincidence, which is timed to happen definitely, but suddenly.

The Royal Typewriter Company has made big strides in the typewriter industry in a remarkably short time, having climbed steadily from the bottom, when it sold a new and untried product, to a place among the leaders in typewriterdom. And much of the Royal's rapid rise can be traced directly to the primary influence of posters, for at the time when the first models of the Royal were launched a tremendously effective outdoor advertising campaign was carried on, and it succeeded in creating the stimulus to sales which soon had its effect. The Royal sprang full-grown into the typewriter arena as a visible writing machine and made an almost instantaneous success at that time, and today the master mind behind the Royal Company recognizes once more the value of poster advertising.

The newest poster put forth by the Royal company is a twenty-four-sheet poster, in which the beauty and strength of the Royal machine are brought out very effectively, and its chief advantage to the business world is succinctly stated in one significant phrase, **"Compare the Work!"** This poster is being used in half a dozen big metropolitan cities where the Royal Typewriter Company has established main branches, the detail in connection with the display being handled by the American Poster Company, Inc., New York.

$1.75 LIST Price Will Double Your Copyholder Sales

Mr. Ford is one of a few manufacturers who has understood that the lowest price consistent with substantial construction of a machine or device increases the market several hundred per cent.



Simple
Substantial
Practical

The Ford sales for 1915 is a splendid example of how this principle works; it shows you what can be done with the Burns Copyholder. The Burns is the only practical and substantially built copyholder without any springs or thumb screws to break or work loose that sells at the **popular price of $1.75.**

Burns Copyholder absolutely does the work claimed. It is no longer a question of whether copyholders are really a good thing or not. When the average cost of $.10 for typewritten letters is considered, the saving effected by copyholders becomes apparent. It merely remains to be decided which copyholder to handle.

The utter simplicity of the Burns assures its durability. There are no springs or thumb screws to break or work loose; the shelf is adjustable to any angle and instantly locked; the rubber ring in the base protects the most highly finished desk, and the copyholder takes a standard size notebook. Note the spring line indicator. Heavily nickel plated, with black gloss enameled base.

Order Now

Now is the time. Not tomorrow, next week or next month, but now. Write for some Burns copyholders today, make up a window display; talk copyholders to your salesmen and to your customers — then watch results. There are many business men in your locality who want a practical copyholder, and we make that copyholder. Now it is up to you to get the profit that comes from bringing the two together. Profit-making discount to the trade.

Here is an opportunity to sell copyholders to every concern that uses typewriters. Let us know how many Burns you can use to start with.

Manufactured by

American Electric COMPANY

State and 64th Sts., Chicago, U. S. A.

ST. JOHNS
Office Tables
the
Battlefields
of
Business

THIS is the momentous time of the year when ambitious man places his finger on the pulse of his business—does a lot of serious thinking—takes a good look backward—a keen look forward—then braces himself for another stride toward the goal of commercial triumph.

The present year promises to be a heavy selling campaign. It's a chance to roll up a volume of sales which in after years will be difficult to match. The reaction from the past two years will crowd it all into one.

Our new catalog just off the press shows a line of Office and Directors Tables the construction and prices of which will interest you to the extent of buying.

A postal card will bring the book.
Better send that card today.

St. Johns Table Co.
Cadillac, Michigan

1916 in California.

By G. H. Seward, President Business Equipment Sales Company, Inc., Los Angeles, Cal.

THE sale of office devices in California for 1916 looms up more promising than ever before in its history. The state has been advertised by the coming of hundreds of thousands of visitors to our great international expositions, one of which will remain open for another year and continue as a magnet to draw other thousands who did not come during the past year, in addition to our regular yearly visitors.

Industrial enterprises, checked by the unsettled conditions, are being revived. Demand for agricultural products grown in our favored clime has been increased by curtailment of foreign supply. The thousands of people visiting and locating in California, the facilities for enjoyment of pleasures, the rapid development of such industries as the production of motion pictures and the ever-present real estate sales proposition combine to make our state a field for the sale of devices for efficiency that increases year by year.

Los Angeles starts 1916 beyond the half million population mark and by the addition of a hundred thousand per annum will easily reach the goal of a million souls by 1920.

The past year has made many changes among our local dealers and agents; there are some names missing from our business directories. Eastern men, prominent in the office appliance line, have visited the state for the first time; others have repeated their visits. Uniformly do they express a desire to transplant their business here where "nature helps industry most."

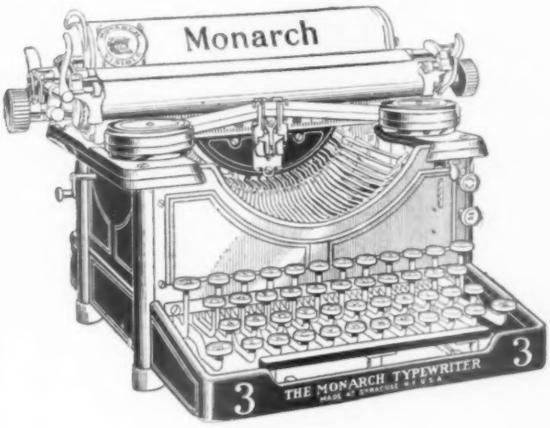
The manufacture of office devices on the Pacific Coast, while as yet of small volume, is on account of the delay incident to shipping to and from eastern factories for repairs becoming more and more important. Interruption of the manufacture of foreign-made calculating machines has given an impetus to the California factory of the Marchant company at Oakland to increase its facilities by the erection of a new plant. The Coin Counting Machine Company of Portland, Ore., has increased its sales activity and brought out several new articles, among which is an automatic turnstile used at the San Francisco exposition gates. Foster, the stamp-vending machine man of Los Angeles, is pushing his product into eastern markets. The Wright Calculating machine, a California invention, is mentioned prominently among valuable patents controlled by the new Underwood Computing Machine Company of New York. The Cashier Cash Register Company, manufacturers of an improved system for registration of cash and credits in garages and stores, has opened an agency in San Francisco for distribution in northern California under the direction of the G. H. Shannon Sales Company. The manufacture of typewriter ribbons has been undertaken by a Los Angeles concern. The Corona typewriter agency has been placed during the past year with Barker Bros., the Broadway office equipment house, whose new typewriter department under Mr. Pelton's management is meeting with success.

The situation regarding the scarcity of good specialty salesmen which has been the subject of a special article by the writer during the past year remains the same. Such men are not to be had. Of course, the past few years have been difficult ones during which to work on a commission basis. Some capable men have been put on the rocks financially by having unloaded on them a quantity of articles by manufacturers from whom they sought agencies. (I believe an effort should be made to put a

The Monarch Route

When railroads succeed in clipping a few minutes of running time between business centers, how quick you are to take advantage of it!

This age demands faster, more efficient service in every department of business.



The
Monarch
Light Touch
Typewriter

gets 100 per cent. efficiency from every operator. There is no "lagging" in the afternoon—no 3 o'clock fatigue. The speed of the last hour of the day is as great as the first.

The *Monarch Route* is the route of 20th century efficiency.

It will save you more time in placing your merchandise and invoices in your customer's hands than any possible gain in the speed of train service.

From the time your goods and mail are received until the shipments and replies are sent to your customers, the Light Touch Monarch will quicken every operation, and render service as improved and up to date as the fastest mails and express provide.

Establish the *Monarch Route* in your office.

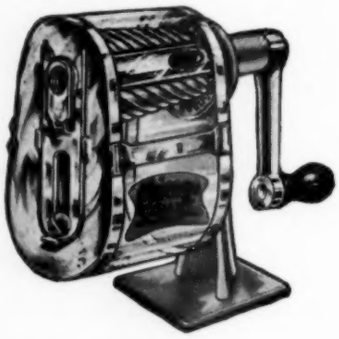
331 Broadway, New York

CHICAGO
PENCIL SHARPENERS

Sell the World Over

CHICAGO DOLLAR—

Sharpens all standard sized pencils..... **$1.00**



CHICAGO GIANT—

Sharpens every sized pencil made..... **$1.50**

Foreign Buyers
INVESTIGATE
Export Prices
Most Interesting

Automatic Pencil Sharpener Co.
1325 Garland Bldg., Chicago

stop to this practice of selling a stock of devices as a condition to the assignment of agency rights.)

The new year will no doubt continue the work of the past year in the production of simplified and less expensive office appliances for which the demand here on the coast is greater than in the East.

My company enters upon its fourth year as a distributor, with the conviction that 1916 is bound to be the most prosperous that the coast has known in recent years. Those readers of Office Appliances who did not get to California as planned, should determine to do so without fail this year. Ask Editor Johnson whether he found the state all that had been claimed for it and he will tell you as he wrote me: "I not only found that it was all you claim for it but, to one seeing it for the first time, it seemed much more. In the whole five weeks there was not a single disappointment nor was there anything about California less in magnitude or beauty than we expected to find. However many trips we may have in the future, none will mean more to us than our first visit to your sunset empire—for empire it is."

Should not such a section of our country hold big things for 1916?

Noiseless Opens Chicago Office.

The Noiseless Typewriter Company has opened Chicago offices in the First National Bank building, with J. Mineau in charge. Mr. Mineau has been connected with the company in New York, where he made a fine record. He is a typewriter man of experience and has spent a number of years in the Chicago field, where he is well and favorably known.

The factory of the Noiseless Typewriter Company is at Middletown, Conn., and its principal offices are at New York. The company now has branches in Chicago, Philadelphia, Boston, and Washington. New branches will be established as rapidly as the output of the factory warrants. The Noiseless Typewriter Company has made great progress in the last year and has materially advanced the prestige of the machine.

A Remembrance from India.

Office Appliances is indebted to Allen Bros. & Co., Ltd., of Bombay, India, for a copy of the illustrated weekly Christmas number of the "Times of India," whose offices are at Bombay, Calcutta and London. This is a beautiful magazine, the cover design showing a vivid picture of Indian troops about a campfire. A turbaned officer stands in the foreground and behind him is the glow of the fire on the faces of the soldiers, with military accoutrements in the background. This number of the "Times of India" is richly illustrated. Many of the pictures show Indian troops in action in the present war. Some strikingly beautiful pictures of scenes and buildings in Calcutta, Bombay and other Indian cities are presented, with illustrations of interesting features of East Indian life, scenery, etc. The material in this number is peculiarly interesting and the number itself is of unusual historical value.

Conklin Salesmen Hold Convention.

The sales department of the Conklin Pen Manufacturing Company of Toledo, Ohio, held a salesmen's convention at the factory on Friday, January 7. The extensive preparations indicate that this will be a most pleasant and successful event. The lateness with which it occurs prevents our getting a report of it in this issue of Office Appliances. The story, however, we hope to present in the February number.

We Stand Back of Our Goods —Back of Our Representatives

In every way possible we protect our dealers.

We absolutely guarantee you against loss.

You take no risk in stocking MultiKopy because we take back any unsold stock after a specified time.

We always refer inquiries from our advertising to our local representatives to fill.

Send for this plan of Insuring Sales.

Because of its wonderful chemical composition and smoothness of surface one sheet makes 100 clear copies.

MultiKopy is on top—because its copies are sharp, uniform, permanent and non-smudging.

Star Brand Typewriter Ribbons
ARE GREAT TRADE BUILDERS

TRADE **MULTIKOPY** MARK

Carbon Paper

F. S. WEBSTER CO., 338 Congress St., Boston, Mass.

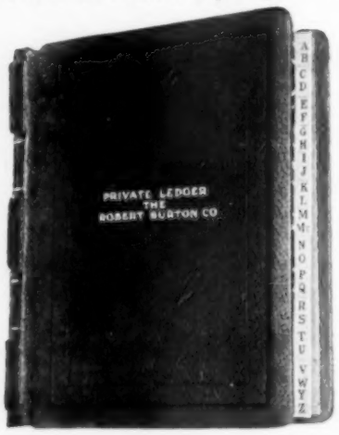
ADDRESS ALL LETTERS TO HOME OFFICE

New York: 114-118 Liberty St.
London, E. C.: 67 King William St.
Copenhagen: Sotorvet 1 and 3.
Krakow, Poland.
Barcelona: Calle Universidad, 166.
Berlin: Friedrichstrasse, 60.
Chicago: 14 N. Franklin St.
Stockholm, Sweden.
Moscow, Russia.
Milan: Via Principe Umberto, 5.
Vienna: 111 Paracelsusgasse, 6.
Rotterdam: Zuidblaak, 64.
Gossnitz S/A, Germany.
Philadelphia: 908 Walnut St.
Pittsburgh, Pa.: 830 Park Bldg.
Tokyo: 3 Kajicho Kanda.
Budapest, Hungary.
Ghent, Belgium.
Paris: 10 Rue Saulnier.

Interested in Loose Leaf and Blank Books?

Then you ought to know more about a line which has been on the market for over thirty years and which embraces "binders for any sheets," "sheets for any binders," with the slogan "Quality always—Service prompt."

Here, for instance, is our style "Modern" ledger, just one of the members of our line. It is bound in corduroy with Russian leather back and corners. It has metal curved hinges and end pieces. The covers are of double beveled boards. It is furnished in all stock sizes with four, 5/16 inch diameter posts, standard centers. Specials of every description made to order on short notice and delivered quickly.



And here is one member of a unique line of ledgers, cash books and journals in bound form. "Peerless" blank books for business and for personal use are in a class by themselves. For commercial purposes these books are 11½ B. S. x 9 inches in dimensions and for personal use 10½ B. S. x 8 inches. They are made of the very best material throughout and not one second-grade bit of material enters into their manufacture. Index is bound in front of Ledgers.

All columns are unit ruled to accommodate accounts up to ninety-nine million dollars, a feature which cannot be found in any other first-class miniature, private or personal account book on the market.

But we cannot possibly describe the whole line here. You really ought to have our catalog. It will pay you to write for it today.

HARRY C. SHERICK
MANUFACTURER
ESTABLISHED 1884
CINCINNATI, OHIO, U. S. A.

Philadelphia Business Show Sure to Succeed.

Office Appliances is informed that although the Annual Business Show Company has but "scratched the surface" in its work on the Philadelphia Business Show and Efficiency Exposition, to be held March 13 to 18, inclusive, at the First Regiment Armory, Broad and Callowhill streets, the success of the exposition is already assured. A considerable number of the largest manufacturers of office equipment and supplies have arranged for space and reservations are being made rapidly. It therefore behooves manufacturers who expect to exhibit at the Philadelphia show to notify the Annual Business Show Company, 150 Nassau street, New York City, at an early date.

It is stated that this will be the first real business show on a large scale ever held in Philadelphia. There have been two or three small shows held heretofore, but the exposition to be given next March will be the first one presented by the Annual Business Show Company, whose management of the New York, Chicago and Boston business shows in recent years has been so successful.

Manufacturers who have agencies in Philadelphia should surely be represented at this show, while manufacturers not already represented in the city of "brotherly love," but who desire to establish themselves in that important market, the third in size in the United States, and one of the greatest in the world in point of tributary population, can find no better means of getting in touch with desirable representatives than by exhibiting their goods at the Philadelphia Business Show and Efficiency Exposition. Many office specialty men will be there for the purpose of obtaining the agency for first-class business devices and equipment.

The management of the exposition plans to hold executive days in the same manner as at the recent New York, Boston and Chicago shows. During these days especially set apart for executives there will be an attendance every one of whom will count for buying power in the various lines represented, and each executive will be a man whose abilities have been tried in the crucible of actual experience.

Office Appliances Boy Wins Athletic Event.

The son of Charles H. Everly, eastern representative of Office Appliances, recently won the seventy-yard dash at the Twelfth Regiment Armory in New York City on the occasion of the annual track and field meet held by the Maxwell Athletic League. At this event the young runners and jumpers of the Public Schools Athletic League were brought together. One of the New York papers in telling the story of the event closed with the following words:

"One of the most promising youngsters of the afternoon was a blonde-haired tyro, named Everly, who romped away with the seventy-yard dash by fully four yards from a good field. Although he was shod in a pair of slippery-soled rubber shoes, he left his mark with the speed of a rabbit and drew out instantly. His time was 8 1/5 seconds."

Mr. Everly says: "Sonny is quite proud of a very handsome gold medal. His nickname at school now is 'Rabbit.' His school is No. 166, and both that school and school No. 165 were awarded a cup on account of the tie between them."

Announcement by Furlong & Son.

Walter H. Furlong & Son, 209 S. State street, Chicago, have announced the new Furlong lines of lithographic stationers' specialties. They have added a fine line of notes, drafts and receipts which they declare are made differently, better, and in a manner more original.

How about your next month's cash?

You safeguard your "CASH" in every possible way, but how about Accounts Receivable, which are Next Month's Cash?

You are very careful with your cash—you have a good system of keeping accurate record of every cent—all employees who handle cash are bonded and held to a "strict accountability"—you protectograph your checks—if your balance is out a single cent your men stay on the job until it is cleared.

You do this because **cash** is visible—tangible—you can see it. **But how about your accounts receivable?** They total more than today's cash balance—they are not so tangible as cash, but are what you are going to do business on *next month*. **How are you guarding them?**

Elliott-Fisher

The Bookkeeping Machine

effectively safeguards your accounts receivable the same as your other methods protect your cash. Here's what it does for you: it mechanically figures each account—balances each account, posts the ledger, produces customer's statements—furnishes a continuous journal of all debit and credit transactions—totals all debits and credits—shows how each account stands up to the minute—does all this at one simple operation and it mechanically proves its accuracy.

Elliott-Fisher Company
12 Cedar Street Harrisburg, Pa.

May we send you some helpful literature that will show just how Elliott-Fisher the Bookkeeping Machine will fit into your present accounting methods without difficulty of any kind? Please mention your business connection.

CLEAN-CUT, reliable men who can qualify to sell are invited to communicate with us.

MEETINGS & DINNERS

Brief Reports of Some Interesting Association Events

Chicago Stationers Hold Annual Meeting.

At the annual meeting of the Chicago Stationers' Association, held on Thursday evening, December 9, in the Mezzanine room at the La Salle hotel, the following officers were elected: President, Fletcher B. Gibbs, of Shea, Smith & Co.; vice-president, John H. Amberg, Cameron, Amberg & Co.; secretary, A. E. Riddle, The Riddle, Wunderle Company; treasurer, H. H. Shaffer, of George E. Cole & Co. The three gentlemen last named held office during the previous year. The executive committee is made up of E. Y. Horder, chairman; W. W. Buchanan and Charles A. Stevens.

The meeting was regarded as one of considerable importance, and a number of those prominent in the affairs of the National Association were present, including President Charles N. Bellman of Toledo, Robert D. Patterson, chairman of the National Catalogue Commission, St. Louis, and W. D. Pittman, secretary of the National Catalogue Commission, St. Louis. The foregoing gentlemen, together with A. H. Childs, Henry F. Sawtell, Fletcher B. Gibbs and A. E. Riddle sat with President Charles A. Stevens at the speakers' table.

After the dinner was served President Stevens called the meeting to order. The roll call and the reading of the minutes of the previous meeting were ordered dispensed with. The committee on membership reported several applicants, including the Baldwin Printing & Stationery Company, Chicago Stationery Shop, Faithorn Company, Ritzman, Brooks & Co. and DeLang, Coles & Co.

Chairman W. W. Buchanan reported for the banquet committee. The fourteenth annual banquet of the Chicago association will be held on Saturday evening, January 15, at six o'clock, at the Gold room of the Congress hotel. It will be an informal affair. This year the ladies are invited to be present and it is expected that a large number will grace the occasion. Chairman Buchanan made the welcome announcement that the Hon. William P. Williams, who was ill at the time of the last banquet and was therefore unable to preside as toastmaster, will occupy the toastmaster's place at the next banquet unless something unforeseen occurs. It is stated that addresses will be delivered by D. R. Forgan, president of the National City Bank, and Congressman Madden of Chicago.

The report of the nominating committee was one of the surprises of the evening, for not many of the members knew that Mr. Gibbs was to be nominated for president. Of course, he was elected with a rush in spite of his protests that he did not want to take office again. A little humor arose in the proceedings at this point, for after the report of the nominating committee had been received and adopted, President Stevens, in response to the facetious protest of one of the members, put the question, "Are there any further nominations?" President-elect Gibbs protested in the same spirit of facetiousness against the nomination of other officers after he had been elected.

One of the most interesting features of the evening was the report of Mr. Gibbs, who was the delegate of the Chicago association to the national convention at San Francisco. This report was written in Mr. Gibbs' own lucid style and covered every detail of his trip, giving a brief but comprehensive digest of the proceedings of the convention and of the work accomplished. This report is one which deserves a high place in the archives of the Chicago Stationers' Association.

President Bellman was there with the famous Bellman smile, and he was given a rousing reception. He briefly outlined the plans which he has in mind for enlarging the membership of the National Association and strengthening its usefulness to the trade in every respect. At the conclusion of Mr. Bellman's short address Mr. Horder moved that a revival meeting be held, which resulted in the pledging of thirty new members to the National Association.

Charles N. Bellman.

Mr. Patterson outlined the policy of the National Catalogue Commission for the ensuing year. This policy includes the opening of a permanent office and Information Bureau in St. Louis, which plan has already been described in Office Appliances. Mr. Pittman briefly outlined what he expects to do in the service which he has been engaged to perform. At this time he was able to tell the stationers what the new list price of inks will be, a matter which they had theretofore been unable to obtain from the manufacturers directly.

The committee appointed at the last meeting to prepare suitable resolutions on the death of William Rodiger made its report through its chairman, H. F. Sawtell, and the resolutions were ordered engrossed and spread on the records of the association.

There was a good deal of humor and repartee during the meeting which prolonged the event rather beyond the usual hour, but everybody agreed that the meeting was well worth the extra time.

THE IRON AGE
Merchants Trade Journal
Hardware Age
Engineering Record
TIPS
American Lumberman
BOOT and SHOE RECORDER
FACTORY
Electrical World
DRY GOODS REPORTER
THE BLACK DIAMOND
The Western Underwriter
To Move
LOOSE I-P LEAF
BOOKS AND FORMS
From Your Shelves
THE JOURNAL OF ACCOUNTANCY
SYSTEM
THE MAGAZINE OF BUSINESS
DRY GOODS ECONOMIST
The November American Magazine
HARDWARE DEALERS' MAGAZINE
Good Housekeeping
THE SATURDAY EVENING POST
The Literary Digest
THE ROTARIAN
THE NATIONAL GEOGRAPHIC MAGAZINE
NOVEMBER 1915
THE RED BOOK MAGAZINE
RUPERT HUGHES
GILBERT PARKER
MEREDITH NICHOLSON
IRVING-PITT MANUFACTURING CO.
KANSAS CITY, MO.

NO ROTTEN CORDS NO RUBBER BANDS

You cannot lose on a trade marked line of goods because it is the heart and soul of the manufacturer and he could not fool the public and live. Trade marked goods do not lie.

DISTINCTIVE BUSINESS

It is a good, sound business policy to sell a class of Document Filing Envelopes which will bring the customer back again for more. Maybe your envelopes are just envelopes and the next purchase will be made in another store. But

BANDLESS DOCUMENT ENVELOPE

customers will want the envelope without those annoying strings, cords, tapes or rubbers. Why not cultivate this kind of trade? It costs you no more and adds to your trade prestige.

Catalogue and samples free. Write today.

THE SMEAD MANUFACTURING COMPANY
DEPARTMENT C
HASTINGS, MINNESOTA, U. S. A.

NO RED TAPES NO CATCHING HOOKS

Just an UNPLEASANT Memory!

JUST an UNPLEASANT Memory—That's how YOU will regard the *drudgerous* task of writing names, addresses, etc., by pen or typewriter, once you TRY the

Addressograph
PRINTS FROM TYPE

WRITING names, addresses, etc., by pen or typewriter is ECONOMICALLY WRONG. It wastes time—breeds mistakes—deadens the ambition of those who have to do it—kills profits. With the ADDRESSOGRAPH anybody prints typewritten impressions 15 TIMES FASTER than pen or typewriter—and with 100% accuracy. Addresses are printed from metal address plates WHICH CAN BE MADE IN YOUR OFFICE or by us. Address plates filed in perfect Card Index fashion in steel filing drawers—arranged and classified in any desired manner.

TRY IT BEFORE YOU BUY IT

OVER 50,000 firms use the Addressograph—and recommend that *you investigate it*—AND THE BEST WAY TO INVESTIGATE IS TO ACTUALLY TRY IT. Let us send the HAND ADDRESSOGRAPH pictured above on 10 DAYS FREE TRIAL. It costs you LITTLE if you decide to keep it—nothing if you decide to return it. Sign and mail the coupon opposite.

The Addressograph Co. 903 WEST VAN BUREN ST. CHICAGO

FREE TRIAL OFFER

Addressograph
903 W. Van Buren St.
CHICAGO

Without obligation send all details of your FREE Hand Addressograph Trial Offer. We have a list of _____ names.

Name _____

Position _____

Firm Name _____

Town and State _____

Dinner to William H. Brooks.

On Saturday evening, December 4, the Stationers' Association of Philadelphia gave a testimonial dinner to their retiring president, William H. Brooks, at the Bellevue-Stratford hotel. Mr. Brooks has just retired from office after a most energetic, capable and successful administration.

The round table was set for forty-two persons. It was decorated with candelabra and covered with laurel leaves. The souvenirs consisted of handsome daily calendars, with a portrait of Mr. Brooks on the first leaf, a song for the occasion on another leaf, the list of guests and the menu following. Good will, fun and jollity marked the occasion, part of the entertainment consisting of music and vaudeville stunts. Among the speakers who entertained the guests were: Francis M. Brooks, H. E. Nyholm and Albert R. Lloyd. Mr. Lloyd sang a song entitled "Rambling." The dinner was presided over by Harry A. Prizer, president of the association, who introduced each speaker. A special guest of the evening was Charles J. Cohen, president of the Chamber of Commerce, a close friend of Mr. Brooks. Other guests were members and officers of the Philadelphia association and included the following:

Harry A. Prizer, president; Frank R. Welsh, vice-president; Lewis A. Hawkes, second vice-president; Dr. Philip Jaisohn, treasurer; Francis B. Irwin, secretary; William J. Coane, Roland Altemus, Charles H. Marshall, Charles R. Hamilton, Allen E. Whiting, R. T. Moorhouse, E. L. Matlack, H. F. Marquardt, H. C. Betelle, E. W. Allen, A. R. Moorshead, M. T. Purcell, A. Anderman, E. S. Wood, William D. Rowland, S. T. Richter, A. Pomerantz, Sidney Burgoyne, H. A. Gatchel, Jacob L. Read, Edward Twaddell, F. M. Brooks, F. P. Seymour, DeWitt Dunn, H. K. Taylor, H. E. Carver, H. E. Nyholm, Joseph M. Welsh, A. R. Lloyd, W. G. Stringer, L. L. Schroedel, Robert C. Strafford, William H. Russell and Michael J. Casey.

After being introduced by Mr. Prizer in a complimentary speech, Mr. Brooks acknowledged the hearty welcome given him and related some interesting details of the history of the association. He paid a compliment to Sidney J. Burgoyne, former secretary, and Frank Welsh. He urged that the association support the Stevens bill for the betterment of trade conditions.

William J. Coane told about the preliminary work of organizing the Philadelphia Stationers' Association. Frank R. Welsh paid a tribute to the ability, integrity and fine personality of the guest of the evening, and made a number of interesting suggestions as to the sale of stationery goods by manufacturers and wholesalers.

Charles J. Cohen spoke of the early life of Mr. Brooks, and gave some very interesting details about the development of the stationery business, especially in the manufacturing end (and of the time of the Civil war and thereafter.)

Other speakers included Dr. Philip Jaisohn, Francis Irwin, the new secretary of the association; Jacob L. Read, head of the oldest stationery house in Philadelphia; Charles H. Marshall, president of the William H. Hoskins Company; Sidney J. Burboyne, former secretary of the association; A. Pomerantz, Charles R. Hamilton, H. A. Gatchel, F. P. Seymour, advertising manager of the L. E. Waterman Company, New York; Allen E. Whiting, Roland E. Altemus, Walter G. Stringer of the Joseph Dixon Crucible Company., William D. Roland, and others.

The Stationers and Publishers Board of Trade.

The trustees of the Stationers' & Publishers' Board of Trade of New York held a meeting on Tuesday, December 14, at which the Dennison Manufacturing Company of Framingham, Mass., was elected to membership.

The annual banquet of the Board of Trade will be held

A RESOLUTION

The purchaser of inks and adhesives must of necessity take much for granted. He cannot be expected to have technical knowledge of the degree of excellence represented in the product he buys.

As a rule, therefore, entire dependence is placed in the dealer to sell him the product which measures up to the proper standard for such articles.

Even the great difficulty in securing raw materials because of their scarcity did not impair our products or our shipments.

The high quality of DAVIDS' INKS and ADHESIVES will uphold in every particular the purchaser's protection and the manufacturer's guarantee.

THEREFORE—BE IT RESOLVED—

Our past record of carefulness of manufacture and selection of material—no matter the cost—WILL BE MAINTAINED. WE WILL CONTINUE THIS SERVICE.

Write us for new catalog—Revised prices.

THADDEUS DAVIDS COMPANY

New York **Chicago**

J. W. R. Merckle, Pres. and Gen. Mgr.

VICTOR TYPEWRITERS

¶ Represent the greatest improvement in the Writing Machine Industry since the advent of the Visible Typewriter.

¶ They will do better work and do it longer with less expense and less annoyance to you and your operators.

¶ We PROVED this to the Boston Board of Education in a two-year test in open ***competition*** with every ***standard*** typewriter. Proved it so thoroughly that they purchased **1006** Victors—the largest single order ever placed for new typewriters.

We can PROVE it to YOU

¶ We want you to see the VICTOR—compare it point for point—feature for feature—with any other typewriter. It will place you under no obligation. We are glad to show the VICTOR—we are proud of its appearance—its mechanical construction—its performance—and its reputation.

Victor Typewriter Company
812 Greenwich Street
New York City

on Saturday evening, March 4, at a place not yet decided upon. The committee in charge consists of the following: W. D. Bevin of the Boorum & Pease Company, chairman; J. H. Schermerhorn, Joseph Dixon Crucible Company; George L. Wheelock, of the Century Company; C. A. Burkhardt, E. P. Dutton & Co.; F. P. Seymour, L. E. Waterman Company, and Arthur P. Jackson, president ex officio.

Boston Furniture Dealers Meet.

The office furniture dealers of Boston held a meeting at the Boston City Club, Friday evening, December 10. This meeting was a consolidation of the desk dealers and the metal furniture dealers, and the organization thus created is known as the Office Furniture Association of Boston. The purpose of the organization is to establish closer relations between the dealers in order to improve conditions in the business; to get together in a friendly

Kervin R. Runton.

way and make an effort to put the business on a more profitable basis.

The following officers were elected: President K. R. Dunton of the Doten-Dunton Desk Company; vice-president, J. W. Newton of the Yawman & Erbe Manufacturing Company; secretary, J. C. Fennelly of the Boston Office Furniture Exchange; J. M. Dotter of the Globe-Wernicke Company. Board of directors: W. R. Washburn of the Library Bureau; H. W. Schaffer of the General Fireproofing Company, and J. B. Howard of the Art Metal Construction Company.

In the near future all the salesmen of the firms represented in the association will be invited to one of the monthly dinners to listen to an address on "Speaking Well About the Other Fellow."

The new president is the head of the Doten-Dunton Desk Company of Boston, who for many years was fac-

Art Metal

Steel Office Furniture

--2,000,000 *Prospects will see this SIGN*

Art Metal

Steel Office Furniture

The merchant who sells Art Metal in your city displays an enlarged copy of the sign shown above. You can easily find him by this sign.

This sign stands for Steel Office Furniture and Filing Equipment that has taken 28 years to perfect. It stands for the most comprehensive line of steel office furniture and files to be had; it stands for everything strong and beautiful in office furniture—it stands for Art Metal.

And the store in which you see this sign is a store upon which you can depend. It is the "Filing Headquarters" for your city.

Call on the Art Metal Dealer in your city. See Art Metal for yourself. It won't take long to understand why it is *your ideal* Furniture, and to realize its advantages over wood.

Art Metal Construction Company, Inc.
11 Gifford Avenue **Jamestown, New York**

You're the Designer—We're the Constructor

We build to your order special furniture and fittings for which there is not sufficient demand to warrant stocking. Write for full details.

* * * * *

Just out—the new Art Metal Catalog, illustrated. A veritable encyclopedia on modern filing and efficient arrangement of offices. Speed your message for a copy. It's sent gratis, of course.

Art Metal Construction Co., Inc.
11 Gifford Ave., Jamestown, N.Y.
Please send without cost my copy of your new illustrated catalog.
Name _____
Attach your letterhead to this coupon.

Will they see it in your store—this sign of good steel office furniture?

Two hundred thousand prospects will read the above ad in the January issue of System and 100% Magazines.

Within six months, at least *two million more prospects* will know about the Art Metal sign.

Mention of it will be made in the magazine campaign which we are conducting during the year in Collier's Weekly, Life, Literary Digest, World's Work, Case and Comment, Current Opinion, System, etc.

Several Art Metal *exclusive agencies* are still to be had by progressive dealers. For full details and confidential data, sign the coupon below the margin.

Art Metal Construction Company, Inc., 21 Gifford Avenue, Jamestown, New York

Coupon (21) Write name and address below for confidential details regarding Art Metal exclusive agency

The
GRAVITY
PENCIL POINTER

This machine is a real machine, designed and made by a great manufacturing plant. It is made on scientific principles for long and accurate service and constant use. *A patented grip*, adjustable to any size of pencil up to ½" diameter, holds the pencil permitting it to feed automatically at just the right pressure against the cutting mills by the sure action of gravity. A novel device *stops* the cutting when the proper point is obtained. There is no lead wastage. The machine *cannot over*-sharpen. It may be set for three different points, sharp, medium and blunt. It makes a concave cut that strengthens the point.

30 Days' Trial

Send $5 for this machine, on a 30 days' trial. Money refunded if Kon Kave Kut is not equal to every claim made for it as the best and most economical pencil pointer ever made. We stake our reputation on every statement. Write today.

Representatives are still wanted for some choice territory. Capable dealers and specialty men should write at once for our proposition.

The Traut & Hine Manufacturing Co.
New Britain, Connecticut
Sales Office, 1 Union Square, New York

tory superintendent for the Derby Desk Company. In accepting the presidency of the new organization he brings to the work a great fund of experience in the desk business. He is also an active member in the Associated Office Furniture Manufacturers.

Miss Owen's Remarkable Tour.

The tour of the continent upon which Miss Margaret B. Owen, world's champion typist, started immediately after the annual business show, is now nearly completed. Miss Owen finished her Pacific Coast trip at Spokane on December 21. Her demonstrations in that city were a fitting close to the effective tour which she made in the interests of the Underwood Typewriter Company. Large crowds came to see her at a dozen places in Spokane. At two places in the city she was presented with large and beautiful bouquets of flowers, and the students of the city business colleges gave her a noisy welcome.

Miss Owen's writing was personally directed by E. A. Trefzger, and his handling of the situation was a material contributing factor to the success of the trip.

In connection with Miss Owen's trip some mention should be made of a high class folder which was distributed to audiences. This folder consisted of a facsimile photograph of Miss Owen seated at her machine. At Spokane, Miss Owen was kept quite busy autographing these facsimile photographs, which were in great demand.

Miss Margaret B. Owen, World's Champion Typist.

Thanks to Brother Claitor.

J. D. Claitor of Galveston, Texas, who is a factor in the trade through his Galveston Typewriter Exchange, where he does an extensive business in repairing machines and in handling all makes of rebuilt typewriters, together with supplies, adding machines, addressing machines, duplicating machines, check writers, scales, filing devices, safes, etc., goes a little further than this and carries a side line of pecans. This year he had a fine crop of these nuts and favored Office Appliances with a liberal quantity of samples. These pecans are of the thin shell variety and the meat is of the fine flavor which we expect in ideal pecans. Those who wish a supply of these nuts may purchase them from Mr. Claitor at twenty cents a pound, f. o. b. Galveston.

Rockwell-Barnes Company Now Makes Paper Fasteners.

The trade will be interested to know that the Rockwell-Barnes Company of Chicago, manufacturers of the "Rockbarnes" paper fasteners and other specialties, have

1915—Prosperity and Progress—1916

¶ The year 1915 was the most successful in the history of the Wilson-Jones Loose Leaf Company. In spite of the backward conditions which prevailed during the fore part of the year, we have forged steadily ahead and our sales for the year show a healthy increase over any preceding year.

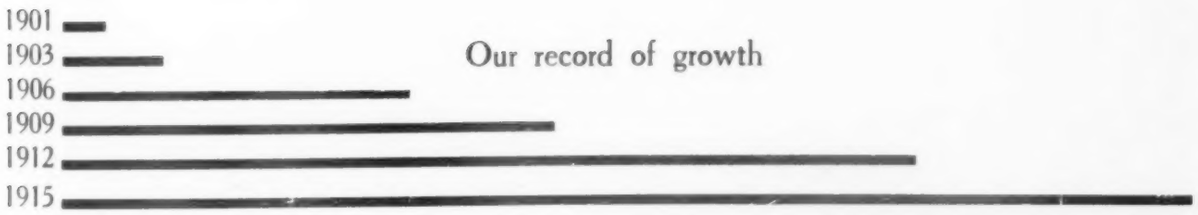
¶ To our dealers, whose loyal support has made such a record possible, we extend our hearty appreciation. To their co-operation we ascribe the success of our policy of mutual help between dealer and manufacturer.

¶ For 1916 we have planned a still broader dealer co-operation. Our advertising has been written with the dealer's view-point always in mind. Our selling plans are calculated to help the dealer in his work of building permanent, profitable trade—and through his success to find our own growth.

¶ With the general business outlook the best of recent years, and with the reputation of the De Luxe and Jones Lines more firmly established than ever before the outlook for 1916 could not be brighter. 1915—the year greatest in our history—is only a starting point for the big things that are ahead.

Wilson-Jones Loose Leaf Co.

Chicago and New York



TENSION
Mail Containers

are used in every line of business and they cover the mailing needs of any and all of your customers.

The Tension line includes open-end tension envelopes, double metal-clasp envelopes, single metal-clasp envelopes, metal-flap clasp envelopes, document envelopes, photo-mailing envelopes, filing envelopes, folders, mailing boxes, etc., etc.

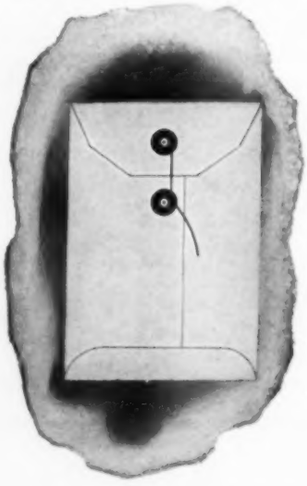
You will be especially interested, perhaps, in the Open-End Tension Envelope you've seen everywhere and the Metal-Clasp Envelopes, one type of which is illustrated.

Our book, "Envelope Specialties," is in itself an education in mailing containers. Send for the book. It's yours for the asking.

The Tension Envelope Co.
INCORPORATED
296 Broadway, - NEW YORK, N. Y.
PIONEERS AND ORIGINATORS

Factory: Bush Terminal

Selling Agents in Principal Cities



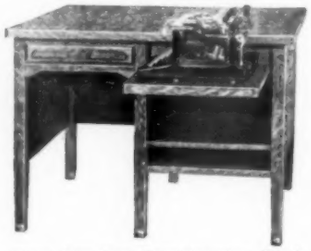
installed a factory at their plant for the manufacture of this line of brass fasteners, which are made in two styles and in a number of different sizes. The Rockwell-Barnes Company also manufactures the "Perfection" fastener press, a convenient desk device for fastening papers by means of staples.

Gum Tape Machine Litigation.

In a recent suit brought by the National Binding Machine Company against the Larkin Company of Buffalo for alleged infringement of the plaintiff company's "strip serving device" used in connection with a binding machine, Judge Hazel of the United States District Court for the Western District of New York has ordered a decree dismissing the complainant's suit with costs. It is said that the counsel for the National Binding Machine Company will take an appeal from the decision of Judge Hazel to the United States Circuit Court of Appeals, from which court he expects to have a decision by February or March next. It is stated that the Larkin suit is a test case in which the court of appeals will decide the merits in the controversy.

Useful Combination Desk.

The Sterling Desk Company of Grand Rapids, Michigan, has produced an interesting combination typewriter and office desk. One of the models is illustrated herewith. The mechanism is of ball bearing all steel construction and is automatic. When the desk is closed the drawer fronts are drawn into place, giving the desk the appearance of a regular flat top. The attachment is also



New Sterling Combination Desk.

incorporated in a single pedestal desk. The company will be happy to furnish a catalogue and price list upon request.

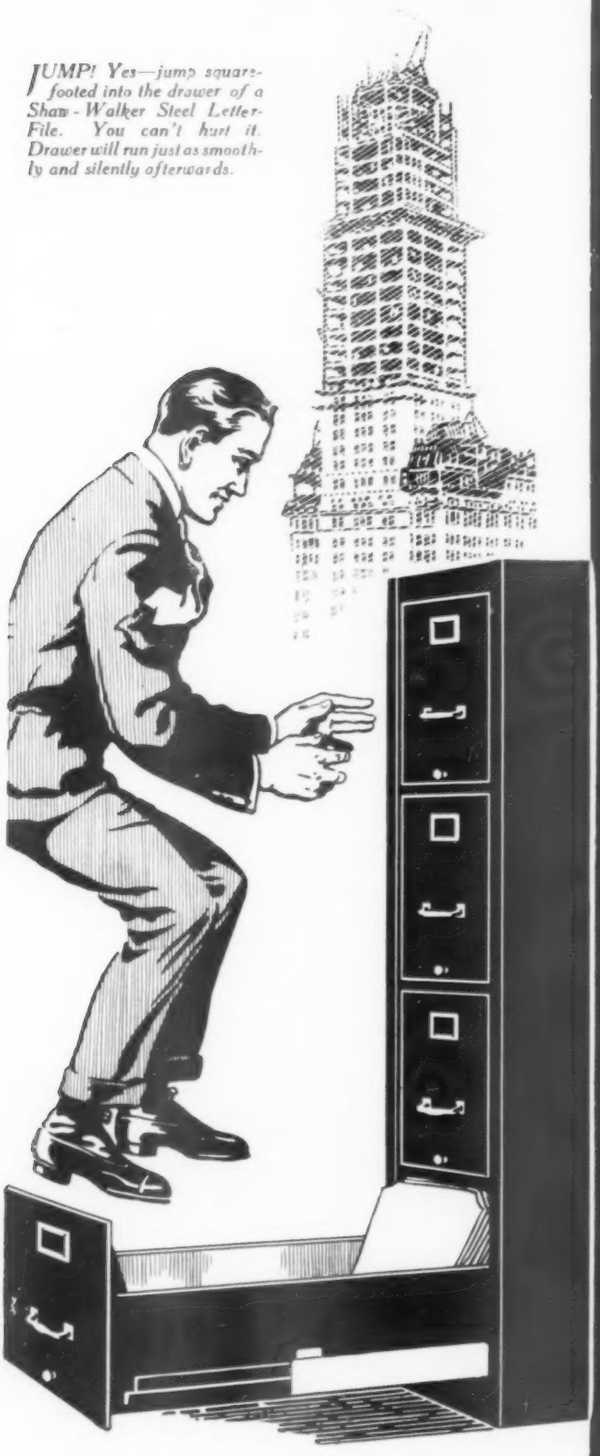
Anthony Furniture Company Succeeds Anthony & Cowell Company.

Anthony Furniture Company, with Robert L. Anthony as president and treasurer, has taken over the assets and good will of Anthony & Cowell Company of Providence, R. I., which has been in the hands of receivers since June 14th, 1915, and was disposed of by the receiver on November 24th. With the taking over of the good will and other assets by the new company comes the announcement that all creditors are to be paid in full, an initial payment of 50 per cent having been made already.

The business will be continued in the present quarters, following a complete reorganization by Robert L. Anthony, who takes over the management. This marks the final step in adjusting the affairs of one of the best known furniture houses in America. Founded in 1872 as the Lowe, Anthony & Cowell Company, for years it had been known to the trade and the New England public as headquarters for fine furniture and home furnishings. The original store occupied a story and a basement in a building which is next to the large structure, which has housed Anthony & Cowell Company since 1878, when it was rebuilt for the firm by the then owners. In the

"Built like a Skyscraper"

JUMP! Yes—jump square-footed into the drawer of a Shaw-Walker Steel Letter-File. You can't hurt it. Drawer will run just as smoothly and silently afterwards.



You Don't Have to Guess These Answers

By L. C. Walker

WHO'S the leading jeweler of the U. S.? You don't want us to tell you his name, do you?

What's the best phonograph made? You know ahead of time.

Whose cash register leads the van? You're all ready to say it—aren't you? Everybody knows that.

Whose filing cabinet is on the tip of everybody's tongue?

If you don't know, we will tell you—

SHAW-WALKER

"Built like a Skyscraper"

STEEL LETTER FILE

And now we'll tell you *why* ours is the swiftest selling, strongest line of equipment before the American business man today.

Our file is built like a skyscraper from top to bottom. It is as truly built like a skyscraper as if it were an office building itself—the same channel steel construction in one is in the other.

It has more filing space than other cabinets.

The drawers slide as easy as oil—and the heavier they're loaded, the slicker they work. If they had holes in them to fit a shaft you could use them for hydraulic hammers. They'll never wear out—can't break—won't stick—and *always work*.

There isn't a bolt in them, or a rivet. All electric spot-welded.

And—phew! How they're selling! Competition can't simply bear to be around wherever they're shown. It's the livest line in appliances today. Come on in on it.

L. C. WALKER, President.

SHAW-WALKER CO.

NEW YORK CHICAGO LONDON
WASHINGTON CLEVELAND
FACTORY AND HOME OFFICE: MUSKEGON, MICH.

HURRY COUPON

SHAW-WALKER CO.,
1101-13 Western Ave., Muskegon, Mich.

Please send me full infomation regarding the "Built-like-a Skyscraper" line, dealer discounts, etc.

Name.....

Address.....

SHAW WALKER

ACME No. 1 Binder

is one of the simplest and most efficient paper fastening devices sold, and it will bind thicknesses that cannot be handled by any other hand-stapling device on the market. The Acme No. 1 Binder is a lever action wire staple binder, strong and simple in construction. It holds one hundred heavy wire staples, binds to one-quarter inch, is equipped with our patented, anti-clogging device and can be fastened to the table or platform.

The staples used in the ACME machine are made from bright tinned steel wire mounted on poplar sticks, secured by best quality red rubber bands, passed thru gauges to insure uniformity, and are packed 5,000 in a box with directions for use printed on the labels.

The ACME No. 1 Binder may be used for binding commercial paper of all kinds and is used in thousands of business offices throughout the country.

Dealers: Write us at once for our special proposition which will help you to handle these binders successfully. They are specialties in which there is a large margin of profit. Any dealer will be well repaid for displaying and advertising these binders to his customers.

Acme Staple Co., Ltd.

1643-1647 Haddon Ave.
Camden, N. J.

Canadian Representative—Ernst J. Scott & Co., 59 St. Peter St., Montreal.

European Agents—Progress Typewriter Supply Co., Ltd., 8-9 New Zealand Avenue, London, E. C.

A Window Display of the Converse Company, Vancouver, B. C., Showing Duplicating and Mailing Machines.

years that followed the growth of the business prompted the company to acquire a building in the rear, which doubled the floor space, and makes the entire store one of the largest of its kind.

Robert L. Anthony, elected president and treasurer of Anthony Furniture Company, has been connected with the business for fifteen years, having entered the employ of Anthony & Cowell Company in 1900, as a clerk. He is widely known in local business circles.

Popular priced goods of the better grade will be offered by the new management. The policy of service and terms to customers will be most liberal. A progressive organization will be welded together to insure the success of the new enterprise.

Lancaster Now An Auditor.

Frank X. Mudd, president of the Live Poultry Transit Company of Chicago, announces the appointment of B. H. Lancaster as auditor of the company and W. B. Gibbs as purchasing agent. Both Mr. Lancaster and Mr. Mudd are widely known in this field by reason of their connection with the Chicago Binder & File Company.

Reproduction of Architect's Drawing of the New Home of the Will A. Beach Printing Company, Sioux Falls, S. D. This building was described in Office Appliances for October, page 176.

HIGHEST IN QUALITY

Ground Area
Fifteen Acres

Floor Area
Over Twenty Acres

Home of
The Globe-Wernicke Co.
Cincinnati, U.S.A

G/W Sectional Filing Cabinets in wood and steel

G/W Sectional Bookcases

Globe-Wernicke Lines

21 Different Lines

9 Steel Filing Cabinet Lines 12 Wood Filing Cabinet Lines

Over 100 Different Filing Sections

THE dealer who handles Globe-Wernicke products enjoys the sales supremacy and business prestige of a connection with the greatest manufacturing concern of its kind in the world. Behind the Globe-Wernicke dealer—constantly at his and his customers' service—stands the vast Globe-Wernicke plant and the mighty Globe-Wernicke system equipment organization. Globe-Wernicke offers him the greatest variety: 21 different lines—9 lines of Steel Cabinets, 12 lines of Wood Cabinets. Each of the 21 lines embracing from two to 100 different filing sections to meet every demand of his clientele for special service and office equipment. And the financial strength and stability of the Globe-Wernicke Co. assures immediate and steady future deliveries from stock of standard Globe-Wernicke Units that the long-established Globe-Wernicke quality reputation and the powerful Globe-Wernicke national advertising help him sell today.

In hundreds of thousands of offices Globe-Wernicke Sectional Cabinets are in use. Additional sections for these are being continually ordered. Globe-Wernicke dealers get the orders.

Herewith we show samples illustrative of the variety and quality of the great Globe-Wernicke Lines. It will pay you to investigate our proposition. Send for full information and complete catalogs of the Globe-Wernicke Lines. We are prepared to handle carload or trainload orders with equal facility.

The Globe-Wernicke Co.
Cincinnati

LOWEST IN PRICE

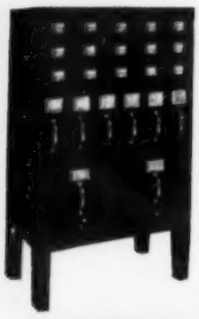
Form No. 279

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE



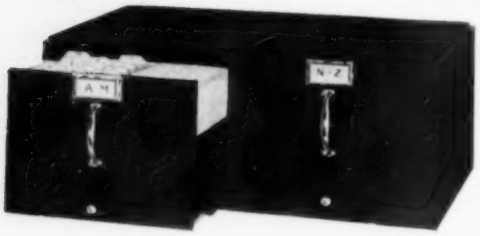
The Globe-Wernicke 32 Inch Horizontal Steel Line

THERE is a tremendous market for Globe-Wernicke 32-inch Horizontal Steel Sections in the great number of offices where floor space is at a premium, and filing equipment must cover more wall space than floor space. Globe-Wernicke Horizontal Steel Sections offer the dealer the greatest variety for filling his customers' special filing needs. Made in the same substantial, durable construction as all Globe-Wernicke Units, having in addition double air-chambered walls for fire resistance. Also for use with Globe-Wernicke Truck Outfits and the interior of Globe Safes. Our patented Rolled-Joint construction makes practically a solid steel unit, rolled, clinched and welded inseparably.

Many Globe-Wernicke Steel File Drawers are shaped out of ONE SOLID PIECE OF STEEL. When made of more than one piece, the parts are welded by Electric Welding Machines, resulting in Files and Cabinets made as if of one piece of steel. This is done by a new process known as spot welding.

There are 60 different filing sections in the 32-inch width steel line.

Globe-Wernicke Steel Cabinets are made in the most complete plant and by the best office equipment organization in the world. Highest in quality, Globe-Wernicke products are lowest in price, while allowing the Globe-Wernicke dealer good profits. Every part entering into the construction of a Globe-Wernicke Cabinet is made from start to finish in the Globe-Wernicke plant under supervision of experts, resulting in low prices for high quality.

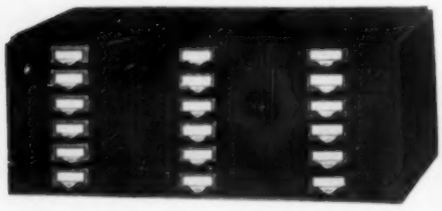


1212-V.L. Section Vertical Letter Files)

Truck Combination

consisting of

1 No. 2-S. Top
2 " 126-D. Sections
1 " 122-D. Section
1 " 8 Truck Base

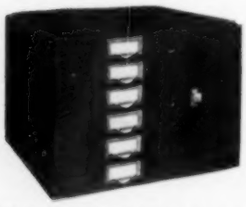


1218-L Section (Legal Blank)
For legal blanks, printed forms, electrotypes and printing plates, etc.

124-B. Section (4 Box Drawers)

123-D.S. Section (Roller Shelf Section with Doors)

31-V. L. Unifile
(Vertical Letter)



37-L. B. C. Unifile (Legal Blank and Cupboard)

312-H. Leg Base, 12 in. high

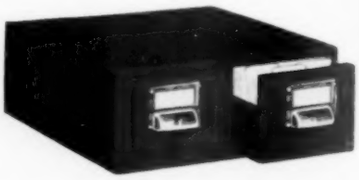
GLOBE-WERNICKE 16-INCH WIDTH LINE STEEL UNIFILES

The line of Globe-Wernicke Narrow Horizontal Steel Sections may be assembled in any number of combinations for customers who require one or many handy, quick reference cabinets Made of the same quality steel and Globe-Wernicke Built-to-Endure rolled-joint construction as the larger Steel Horizontal Units. Also adaptable for interiors of Sizes C and E Globe Safes. Can be extended horizontally to the 32-inch Width Steel Sections.

GLOBE-WERNICKE SOLID STEEL CARD INDEX CABINET LINE

Each cabinet is complete in itself, finished on all sides, but so constructed that units may be arranged one above the other for three sizes of cards: 3x5, 4x6, and 5x8. The last two sizes have extension slides. Solid rolled-joint construction. Beautiful and durable. In Olive Green, Oak or Mahogany enamel. For prices, consult Catalog.

S-43 for 3x5
S-44 for 4x6
S-45 for 5x8



S-63 for 3x5
S-64 for 4x6
S-65 for 5x8

ALL STEEL CABINETS ARE ELECTRICALLY WELDED

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE

SIZE E SAFE
containing
1 No. C. Roller Shelf
1 No. C. Shelf
2 No. 6-C. Partitions
1 No. 31-V. L. Steel Unifile

SIZE E SAFE

	Dimensions		
	High	Wide	Deep
Outside....	35⅝"	20½"	25"
Inside.....	25⅝"	16½"	18"

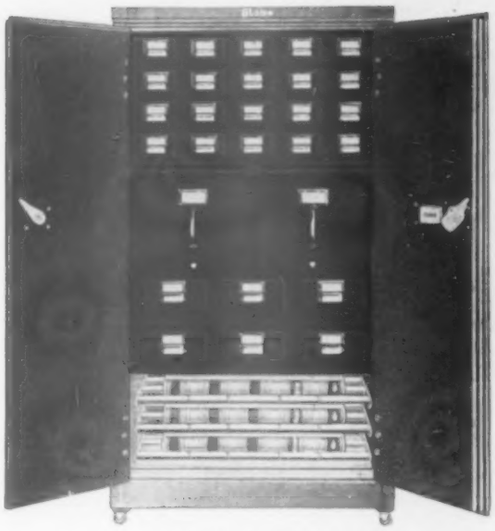
The Globe Safe Line

TO the convenience of sectional cabinet construction the Globe Safes (in five sizes) add the highly desirable features of security and easy portability. Interiors can be quickly and easily upfitted with any combination of standard units from stock to meet your customers' individual requirements. There is practically no limit to the variety of Globe Safe interiors that can be made of Globe-Wernicke Steel Sections, Shelves and Partitions.

Fire Resisting Properties

The outside structure consists of double walls of cold rolled steel. Outer and inner walls are lined with asbestos. A two-inch air space extends all around the Safe; front, back, ends and top. As heat units press upward in case of fire, the bottom is given extra protection by a 3½-inch air chamber.

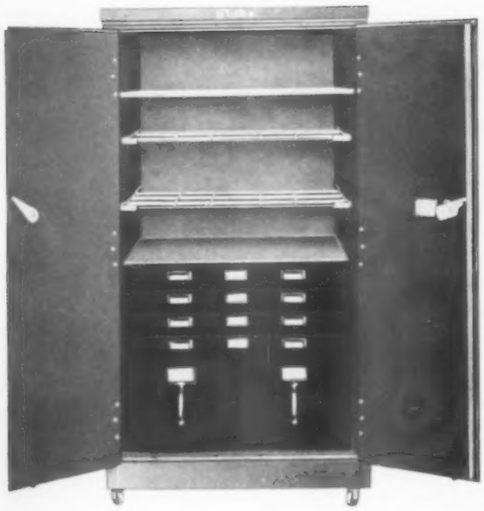
Consistent with Globe-Wernicke quality, Globe Safes are fitted with Yale Combination Dial Locks, or Yale Paracentric Key Locks. Finished in standard Olive Green; or oak or mahogany enamel when specified.



SIZE A SAFE containing
1 No. 123½ One Row C-I. Section
1 No. 2-S-S. Section with 2 Sliding Shelves
1 No. 1212-V. L. Section, with 2 Vertical Letter Files. Cap Size Files also furnished
1 No. 123-C Section 1 No. 126-B Section
1 No. A Shelf 3 No. A Roller Shelves

Steel Filing Cabinet Sections can be ordered from stock at any time

We carry a full line of standard index cards, folders, etc., for use with Globe-Wernicke units.



SIZE B SAFE containing
1 No. B. Shelf
2 No. B. Steel Roller Shelves
1 No. 254-W. D. Section
1 No. 2512-V. L. Section, with 2 Vertical Letter Files. Cap size Files also furnished.

Globe-Wernicke Line of Steel Transfer or Storage Cases

COMPACT—FIRE RESISTANT—PERMANENT

Made in three inside heights: 8⅜ ins., 10⅜ ins., 13 in

Made entirely of steel by the Globe-Wernicke electrical welding methods. Receive the contents of the deepest vertical files. While each unit is complete in itself, it is fitted with bars which project at the bottom. For the bottom case these bars act as leg bases, but when the cases are stacked on one another, these legs straddle the lower case, giving a snug fit and absolute rigidity. Units are also fastened together by an interlocking member on bottom of each case.

The Steel Transfer Case, 13 inches high inside, is made for large sheets, such as Adding Machine Ledger Sheets.

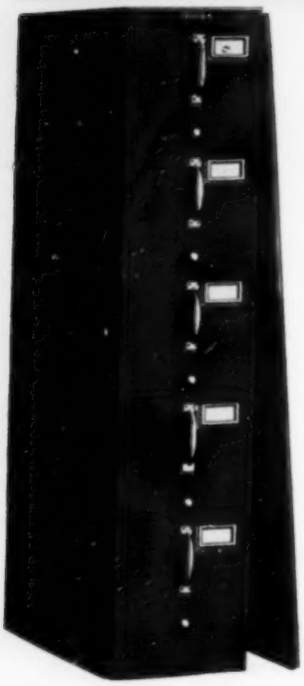
ALL STEEL CABINETS ARE ELECTRICALLY WELDED

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE



6040 Bill—Open sides
6140 Bill—Permanent sides

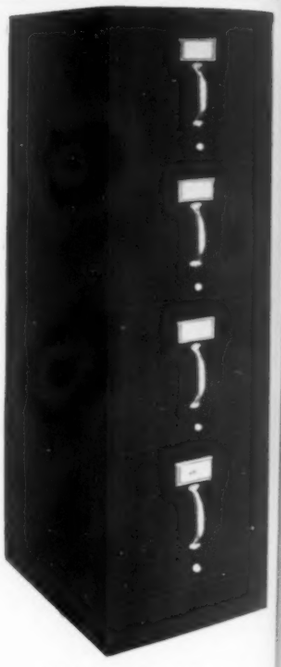
The Globe-Wernicke "6000" Steel Line

THE "6000" Steel Line comprises upright steel vertical units, 54 inches high and 25 inches deep, with attachable panels and skeleton sides so that several units can be quickly and securely fastened together in one outfit by means of thumb bolts, and then a pair of End Panels attached to finish off the two exposed sides. One pair of panels serves for a battery of files.

Files are equipped with frictionless drawer suspension with strongest possible support for any amount of weight. With or without leg bases. Standard color; olive green. Oak or Mahogany grain finish furnished if desired. Cabinets are finished all around.

An Automatic Locking Device, operated from the cornice by means of a Plunger and High Grade Paracentric Key Lock can be fitted into any Upright Unit.

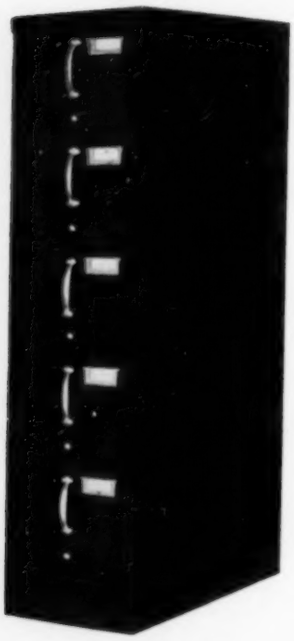
For complete information, write for Catalog 815. All Steel Cabinets are electrically welded.



6141-V. L. Upright
Letter Size
With permanent sides—
Non-detachable single walls
6041-V. L. Upright
With open sides for attachable panels
6042 Cap—Open sides
6142 Cap—Permanent sides

Globe-Wernicke "500 LINE" OF SOLID STEEL UPRIGHT VERTICAL UNITS EITHER WITH DOUBLE WALLS OR SINGLE WALLS

Bill Size

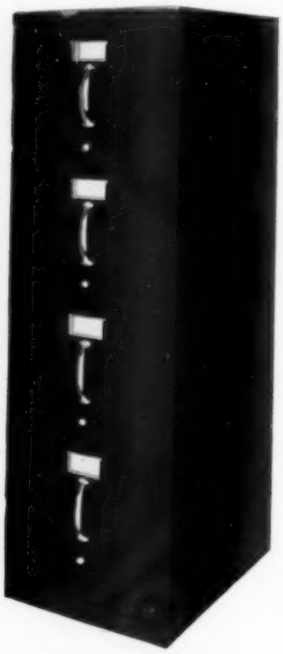


S-540 V. B. Upright with double walls
S-540½ V. B. Upright with single walls

Letter Size

S-541 V. L. Upright with double walls
S-541½ V. L. Upright with single walls

Cap Size



S-542 V. C. Upright with double walls
S-542½ V. C. Upright with single walls

Cupboard Unit

S-545 Cupboard Upright with double walls

ALL STEEL CABINETS ARE ELECTRICALLY WELDED

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE

8032 V. C. Upright
17⅞ inches wide
Cap Size

Inside dimensions of Files
Width.....15¼ inches
Height.....10⅞ "

The Globe-Wernicke "8000" Steel Line Counter Height Upright Cabinets

A New Line 28 Inches Deep

YEARS of experience and the most modern equipment enable the Globe-Wernicke dealer to supply the greatest variety of devices, embracing suitable cabinets for all standard requirements as well as special needs.

For instance, the Globe-Wernicke "8000" line of Counter Height Steel Upright Units were designed to meet the demand for a 42-inch height upright to be used as counters and partitions, allowing an unobstructed view of the office. These units are exactly like the new "7000" line Steel Units (see page 6), except that they are about 10¾ inches less in height. Sides are closed-in and water-tight, but unfinished, requiring but a single pair of panel ends to finish off an entire battery of units.

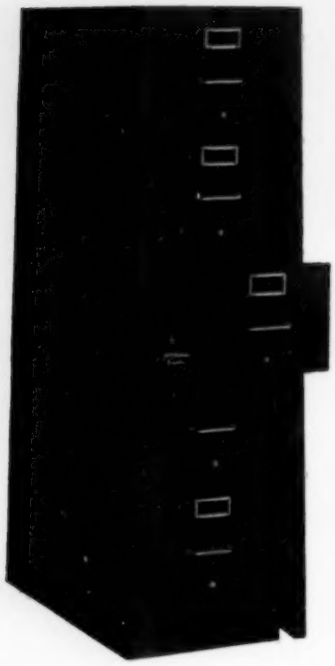
There is a constantly growing demand for these "Globe-Wernicke" Counter Height Cabinets.

8031 V. L. Upright
14⅞ inches wide
Letter Size

Inside dimensions of Files
Width.....12¼ inches
Height.....10⅛ "

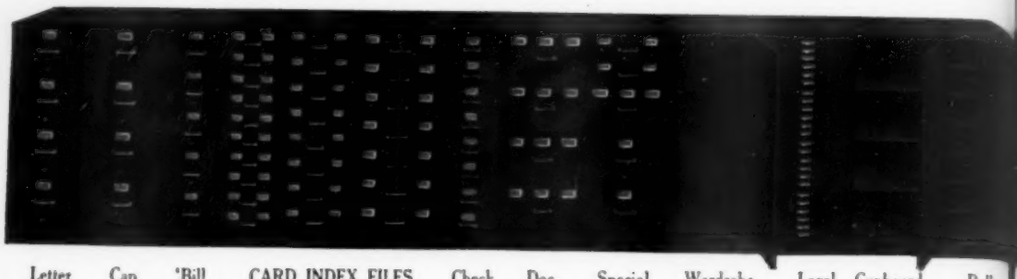
Illustrating the use of Globe-Wernicke 42-Inch Height Filing Cabinets as a "Counter" separating the office from the space for customers.

ALL STEEL CABINETS ARE ELECTRICALLY WELDED



7040-V. B. Upright—Bill Size

Globe-Wernicke also manufactures index cards, folders, and all supplies for use with Globe-Wernicke Filing Cabinets.



Letter Size | Cap Size | 'Bill Size | CARD INDEX FILES 3x5 4x6 5x8 | Check | Document | Special | Wardrobe | Legal Blank | Cupboard | Roller Shelves

The Globe-Wernicke "7000" Line of Steel Upright Filing Cabinets

A New Line — 28 Inches Deep

THE most recent developments in Globe-Wernicke Equipment mean the last word in filing cabinet efficiency—and these new Globe-Wernicke "7000" Steel Upright Filing Cabinets represent the pinnacle of improved filing equipment design and quality construction. All parts entering into these cabinets—as in all Globe-Wernicke Equipment—are made in the great Globe-Wernicke plant of materials made especially to our rigid quality specifications.

Of a uniform depth of 28 inches, these cabinets possess the greatest filing capacity of any on the market.

MECHANICAL IMPROVEMENTS

Drawers run on the most smoothly working side extension slide ever devised, consisting of heavy steel channels and solid steel roller bearings cut from bars of solid steel. The side slides are connected by cross bars all electrically welded together into virtually one piece of solid steel. Extension slides allow free access to full depth of drawer.

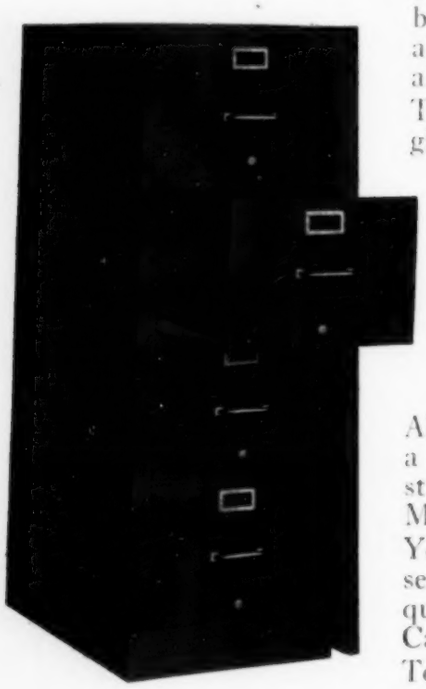
The uniform depth and length of the cabinets gives perfect alignment when any number of units are fastened together by wing nuts. No tools are necessary for setting up a battery, and one pair of end panels to finish off the outfit does for a single cabinet or an entire battery. The end panels are attached by winged bolts from the inside, leaving a smooth, flawless surface.

BEAUTY OF FINISH

All hardware trim is of solid cast brass in a rich dull tone. Dark Olive Green is the standard enamel finish or finishes of Oak or Mahogany graining can be supplied promptly.

Your customers will appreciate the quality of service that offers them equipment of such quality as these new "7000" Steel Upright Cabinets.

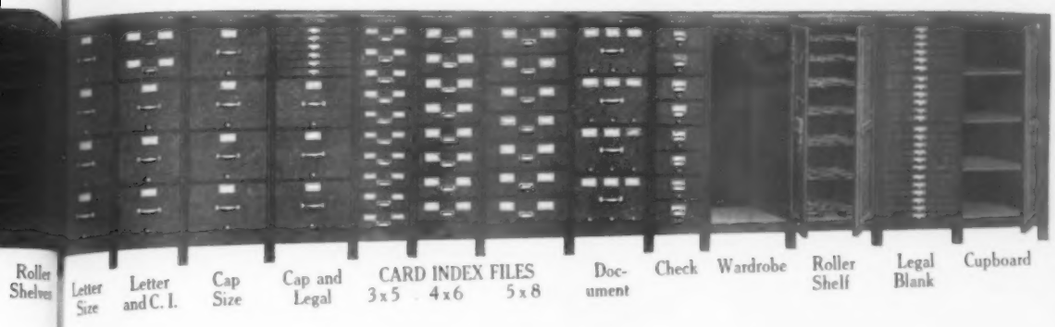
To appreciate fully the extent of this line you must have Filing Cabinet Catalog No. 816.



7042-V. C. Upright—Cap Size

7041-V. L. Upright—Letter Size

ALL STEEL CABINETS ARE ELECTRICALLY WELDED



The Globe-Wernicke "2000" Line of Wood Upright Filing Cabinets

A New Line — 28 Inches Deep

A new square edge design—side suspension slides—horizontal pulls—made both with solid sides and with open sides for attachable panels.

THE "2000" Line of Upright Cabinets is identical with the "7000" Steel Line, except for materials. These Cabinets combine every mechanical improvement and construction feature that distinguish the "7000" line.

STANDARD FEATURES

All units are 28 inches deep. The fronts are of five-ply construction—the handles are secured by counter-sunk bolts—follower blocks are made entirely of steel, and clamp to bottom of drawers, operating independently of rods. Drawers operate on the new Globe-Wernicke Steel Side Extension Slides. All rollers are encased in steel channels, giving the greatest possible strength and durability, with frictionless and noiseless operation. The steel side slides are connected by steel cross bars all electrically welded together into virtually one piece of solid steel. An extension suspension slide as near perfection as human ingenuity can make it. One pair of end panels serves for one or a complete battery of files.

FINISH

The standard finish is Quartered Oak, but Mahogany Finish will be furnished when specified. The Quartered Oak is carried in stock in the attractive Antique Dull finish, and all orders can be promptly filled. A limited supply of unfinished cabinets in the white is always carried in stock, so that any desired finish can be obtained on short notice. The mahogany finish is dull rubbed, and furnished at the same price as the Quartered Oak. Dull brass hardware trim is used with both finishes.

2142 V. C. Upright

For index cards and other supplies for use with these and all Globe-Wernicke Equipment, send for our Catalog of Stationers' Goods

2050 Upright

2041 V. L. Upright (Letter Size)

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE

Cut illustrates how 3 Units with open sides are fastened together in one group or battery and the exposed ends finished off with 2 attachable panels, also how the Leg Base supports 2 Units, either Unit resting on half the Base.

These Units, either all Letter size, or all Cap size, or all Bill size, or any number of each can thus be grouped together in one battery without limit.

The Globe-Wernicke "1000" Line of Wood Uprights

28 Inches Deep

An exceptionally dignified square edge line of beautiful design, made with three-ply finished backs—steel body files—heavy cast brass hardware—side suspension slides—both with solid sides and with open sides for attachable panels.

THE Units in the "1000" Line measure 28 inches deep outside from front to back. The body of each File is made entirely of steel. The Files when extended are supported by the improved Globe-Wernicke Steel Side Extension Slides, permitting full access to the entire depth of the Drawer.

The backs of all Units in the "1000" Line are finished Quartered Oak or Mahogany Finish exactly the same as the fronts. Each Unit is equipped with an extra steel bottom which is vermin-proof.

The Legs of the Bases are fitted with Brass Sockets and Domes of Silence.

For supplies for use with all Globe-Wernicke Equipment, consult our Supply Catalog No. 915.

LOWEST PRICED VERTICALS ON MARKET
MAXIMUM CAPACITY AT MINIMUM COST

Of a neat design, clean cut, strong, dust-proof, hardware bolted on so that it cannot come off, sanitary, practical and inexpensive, these Cases are the best values ever offered. Ask for Catalog No. 615.

No. 4891—Letter Size
No. 4892—Cap Size

No. 3891—Letter Size
No. 3892—Cap Size
Bill Size—No. 4890

No. 2891—Letter Size
No. 2892—Cap Size

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE

33 inches wide

3317-T

3317½ C. I. 46 One Row

3317 C. I. 35

3317 V. L.

3317-B. 16

The Globe-Wernicke
33 Inch Wood Line

Designed for the United States Government

Extraordinary Points of Quality in the 33-Inch Width

IT is impossible to produce filing cabinets of better material or better construction than the 33-inch and 16-inch Width Lines. The back of every Unit is finished exactly the same as the ends and the front.

The top of each Section, and the bottom of each Section are closed in by air-tight framed-in panels, exactly the same construction as the sides. The top, bottom, back and both sides; being absolutely solid, make each Unit not only a complete, solid case, but vermin-proof, non-warpable and dust-proof. These Units are the most compact, substantial and strongest filing Cabinet Sections ever built. There are fifty different kinds of sections in this line.

The Globe-Wernicke dealer has so many grades of Filing Cabinets to draw upon, from Cabinets priced lower than any others on the market to Cabinets which could not possibly be better constructed, that he can fill the requirements of any and all comers.

16½ inches wide

1617-T.

1617½ C. I. 35 Quarter Section

1617½ C. I. 46 Quarter Section

1617 C. I. 46

1617 V. L.

1617-B. 16

The Globe-Wernicke
16 Inch Width Wood Line

Designed for the United States Government

The 16-Inch Width Line: Half Sections

THE exact outside width of this line is 16½ inches, but it is known as the "16-Inch Width Line." These narrow Wood Sections are exactly one-half the width of the 33-inch width Sections, and two of these Half Sections will fit above a 33-inch Section, and then a second 33-inch Section or Top will fit above the two Half Sections.

It is impossible to find better materials or construction than we put into the 33-Inch or 16-Inch Width Lines.

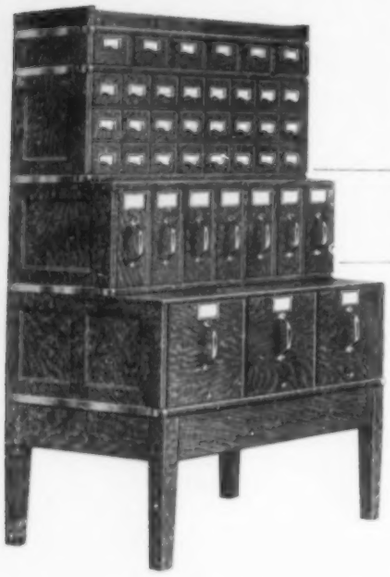
You must personally examine these goods to fully appreciate them.

HIGHEST QUALITY
LOWEST PRICES

Globe-Wernicke Lines

QUICK SALES
GOOD PROFITS

BUILT TO ENDURE



41⅝ Inches Wide

The Globe-Wernicke
42 Inch Horizontal Wood Line

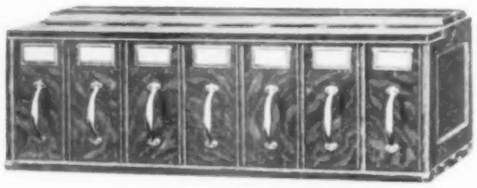
THE Globe-Wernicke Horizontal Wood Sections, like the Steel Horizontals, are designed for offices where more wall space is available than floor area. They admit of an unusual assortment of varied devices in compact combinations, including vertical file documents, card index cabinets, etc. In vertical extension one Unit will fit on another of the same or greater depth, and Units of the same or different depths interlock end to end.

This line is so varied, that you can quickly make-up from stock any special combination to fit your customers' exact requirements. In quality and construction, they are typical of all Globe-Wernicke products. There are 100 different sections in this line alone.

All these goods are carried in stock at the factory and can be promptly shipped.

For information on the full line, send for latest filing Equipment Catalog, including dealers' quotations.

For twenty years the Globe-Wernicke Co. has been shipping these sections to all parts of the world and today in the United States they are in use in hundreds of thousands of offices, and Globe-Wernicke dealers are continually receiving repeat orders.



THE GLOBE-WERNICKE 18-INCH WIDTH WOOD LINE UNIFILES

Built for the office where the available space is limited, and for the man whose present volume of business does not require larger sections.

Can be stacked to any desired height, as an interlocking pin holds the various Unifiles securely.

THE GLOBE-WERNICKE 800 LINE

Another Low Priced Four File Wood Upright Vertical Line

These files fill the big demand for cabinets of strength, durability and capacity at an extremely low price.

Made with solid Oak frame work and three-ply, built-up Oak panels that will not warp. Files are made of hardwood, fitted with substantial follower blocks, and slide on polished steel tracks which insure smooth operation, even under heavy loads.

No. 821—Letter Size
No. 822—Cap Size

All Globe-Wernicke Products are shipped promptly on receipt of orders.

821 V. L. Unit
822 V. C. Cap

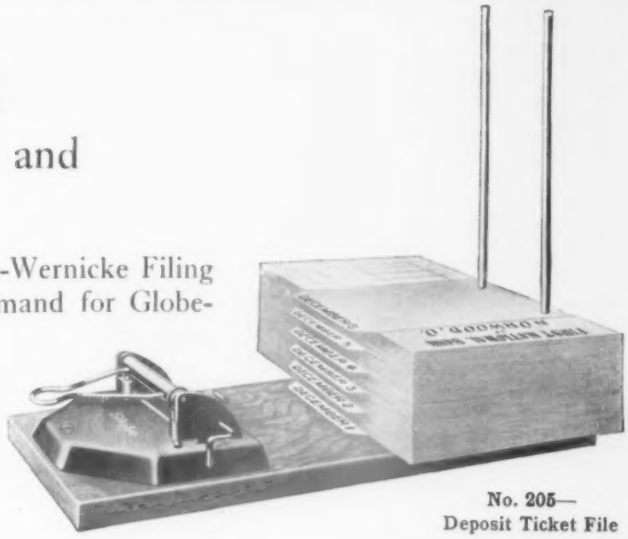
HIGHEST QUALITY
LOWEST PRICES **Globe-Wernicke Lines** QUICK SALES
GOOD PROFITS

BUILT TO ENDURE

Globe-Wernicke

Supplies for Filing Cabinets and Stationers' Goods

THE tremendous volume of yearly sales of Globe-Wernicke Filing Equipment offers dealers a corresponding demand for Globe-Wernicke Stationers' Supplies.



No. 205—
Deposit Ticket File

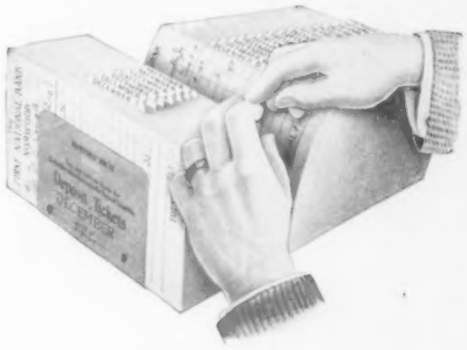
To dealers interested in this great, steady market we will mail, on request, our complete Stationers' Catalog and Supply Catalog showing full line of cards, guides, folders, perforators, covers, desk trays, clip boards: a hundred and one highest quality office accessories.

Every dealer will appreciate the efficiency and time-saving afforded when all supplies can be shipped with equipment complete.

When you handle Globe-Wernicke Equipment and Supplies, you are prepared to deliver your customers' orders promptly, on time.

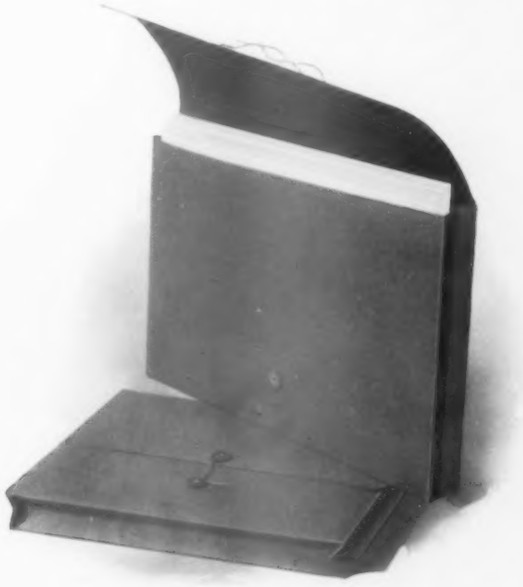
All supplies are of the same high standard of quality representative of the traditional Globe-Wernicke thoroughness in manufacturing methods. All are made in the Globe-Wernicke plant of highest quality materials, and the various products represent the combined suggestions of the great Globe-Wernicke corps of system and office equipment engineers.

Send for our Stationers' Catalog No. 615 and Supply Catalog No. 915.



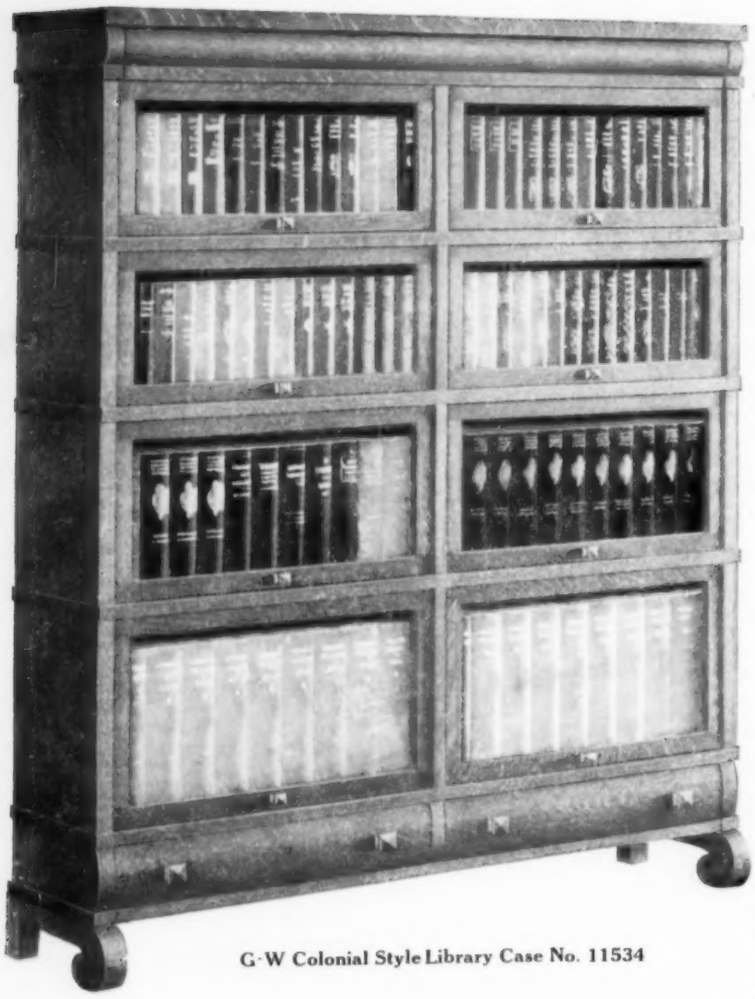
This illustration shows one month's accumulation of deposit tickets, sales slips, or other papers taken from a No. 205 File and bound with wire. Opens like a book for reference.

Sectional Desk Trays—New Construction—Featherweight



Letter and Cap Size Vertical Envelopes
Manila or Nearleather Stock

Globe-Wernicke



G-W Colonial Style Library Case No. 11534

Sectional Bookcases

The Pride of a Million Homes

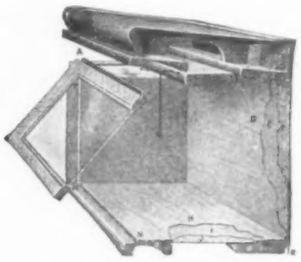
GLOBE-WERNICKE originated and perfected the Sectional Bookcase. Not only was the Unit idea of bookcase construction evolved by Globe-Wernicke, but the tremendous force of Globe-Wernicke national advertising has made the buying public, the home and office, think inevitably of sectional bookcases in terms of Globe-Wernicke. This is why Globe-Wernicke Bookcases sell most readily — and every first sale of Globe-Wernicke Sectional Bookcases means future repeat sales of Globe-Wernicke Sections.

No other line is so complete. No other line will assure your customers such complete satisfaction. When you offer Globe-Wernicke Bookcases you inspire the confidence that comes of offering a piece of furniture of recognized superiority, artistic beauty and lasting stability.

The patented dust-proof Felt Strip, and the patented Door Equalizer are exclusive Globe-Wernicke structural features that make prime selling points.

Globe-Wernicke Sectional Bookcases are in a million homes and offices. Additional Sections are being continually ordered. Globe-Wernicke dealers get the orders.

Investigate our Exclusive Bookcase Agency proposition. Write for Catalog and particulars to-day.



A-B is Felt Strip to prevent dust entering and air escaping.

C is Arch in which Felt Strip swings snugly.

D is face ply of three-ply built-up Back.

E is center ply (grain running in opposite direction) of three-ply built-up Back.

F is rear ply of three-ply built-up Back.

H-I-J is three-ply built-up Bottom constructed same as Back.

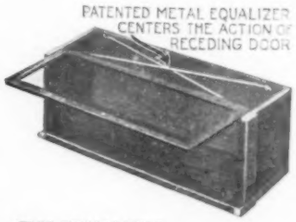
M-N is recessed shoulder of Bottom against which door comes in contact and prevents dust entering.

M-T is recessed shoulder of end against which door comes in contact and prevents dust entering at sides.

R is groove in which tenon (projection) of unit below fits.

Notice how strong the Top is built.

NON-BINDING DOORS



THE EQUALIZER PREVENTS THE DOOR FROM BINDING AND STICKING

The Globe-Wernicke Co.

Cincinnati

NATIONAL ASSOCIATION NEWS

Information Concerning the Activities of the National Association of Stationers and Manufacturers from Month to Month

OFFICERS:

President, CHARLES N. BELLMAN, Toledo, Ohio
First Vice-President, EDWARD E. HUBER, New York, N. Y.
Second Vice-President, CHARLES H. CROCKER, San Francisco
Third Vice-President, LANSING G. WETMORE, Rochester
Treasurer, HARRY A. PRIZER, Philadelphia, Pa.
Auditor, HENRY W. ROGERS, New York, N. Y.
Secretary, MORTIMER W. BYERS, New York, N. Y.
Chairman Catalogue Commission, R. D. PATTERSON, St. Louis

DIRECTORS—STATIONERS:

Henry W. Stacy, Los Angeles, Cal.
James Ball, Portland, Oregon.
Frank R. Welsh, Philadelphia, Pa.
Henry F. von Wedelstaedt, St. Paul, Minn.
Edwin I. Baer, Canton, O.
Ivan C. Allen, Atlanta, Ga.
J. Herbert White, Buffalo, N. Y.
William W. Buchanan, Chicago, Ill.
Theo. A. Steinmueller, Baltimore, Md.
J. Ogden Pierson, New Orleans, La.

DIRECTORS—MANUFACTURERS:

J. H. Schermerhorn, Jersey City, N. J.
Louis H. Buckley, Worcester, Mass.
Frank E. Ewing, Framingham, Mass.
John L. McMillan, Syracuse, N. Y.
Millard E. Heise, Philadelphia, Pa.
Oliver J. Timberman, Cincinnati, O.
Richard B. Carter, Boston, Mass.
Edward S. Towne, Holyoke, Mass.
Carl M. Bernegau, Hoboken, N. J.
Andrew L. Weis, Monroe, Mich.

Time and Place of Next Meeting—Atlanta, Ga., Oct. 9-13, 1916.

SECRETARY'S OFFICE—41 Park Row, New York, N. Y.

INFORMATION BUREAU—411 Olive St., St. Louis, Mo.
W. D. Pittman, in Charge.

President Bellman Appoints Committees.

Charles N. Bellman, president of the National Association of Stationers and Manufacturers has appointed the following committees for 1916:

Permanent Committees.

Executive.

Charles N. Bellman, Chairman, Toledo, Ohio; Charles A. Lent, New York, N. Y.; George M. Courts, Galveston, Texas.

Blank Books.

Henry W. Rogers, Chairman; Wilbur & Hastings, 82 Fulton street, New York, N. Y.; H. S. Hutchinson, H. S. Hutchinson & Co., New Bedford, Mass.; W. D. Bevin, Boorum & Pease Co., New York City, N. Y.

Carl M. Bernegau, Keuffel & Esser Company, Hoboken, N. J., Director from Manufacturers, National Association.

Paper Envelopes.

Uri Doolittle, Chairman; W. H. H. Chamberlin, 113-17 W. Fayette street, Syracuse, N. Y.; W. K. Jeffrey, Jeffrey & McPherson Co., Minneapolis, Minn.; R. O. Nicolai, Eaton, Crane & Pike Co., Pittsfield, Mass.; Sidney J. Burgoyne, Stephen Greene & Co., Philadelphia, Pa.; C. J. McKenzie Engraving Co., Boston, Mass.

Files and Office Furniture.

Charles A. H. Thom, Chairman, Gregory, Mayer & Thom Co., 19-25 Cadillac Square, Detroit, Mich.; Lansing G. Wetmore, Scranton, Wetmore & Co., Rochester, N. Y.; J. Ogden Pierson, Dameron-Pierson Co., Ltd., New Orleans, La.; E. E. Baker, Baker Office Furniture Co., Pittsburgh, Pa.; C. C. Cope, Jr., Omaha Printing Co., Omaha, Neb.

Hardware and Glassware.

C. L. Mitchell, Chairman, Crane & Co., 110-12 East Eighth avenue, Topeka, Kans.; Fred Richmond, Richmond & Backus Co., Detroit, Mich.; R. H. Baxter, Defiance Manufacturing Co., New York, N. Y.

J. S. Ball, Kilham Stationery & Printing Company, Portland, Ore., Director from Stationers, National Association.

Inks and Mucilage.

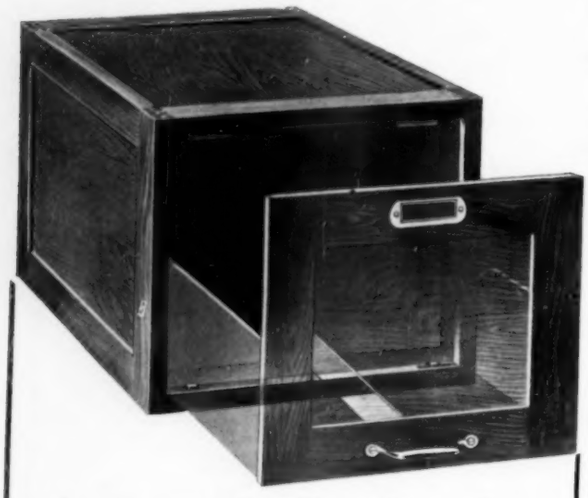
Theo. A. Steinmueller, Chairman, Lucas Brothers, 219 E. Baltimore street, Baltimore, Md.; J. Herbert White, Adams & White Company, Buffalo, N. Y.; John J. Wood, The Burrows Bros. Company, Cleveland, Ohio.

Drawing and Artists' Materials.

Charles M. Marshall, Chairman, Fielder & Allen Co., Marietta and Forsythe streets, Atlanta, Ga.; Charles H. Langbein, Kurtz, Langbein & Swartz, Pittsburgh, Pa.; A. H. Folkmar, The Frederick Post Co., Chicago, Ill.

Pens and Pencils.

Harley J. Wantz, Chairman, Skinner & Kennedy Stationery Co., 312 N. Broadway, St. Louis, Mo.; Harry J.



Apparently You Can See Through This

—but not **really.** The drawer front, as well as the frame, is made of heavy oak, which is, of course, decidedly opaque.

But you **can** see through the excellence of this

Browne-Morse Vertical File

TRANSFER CASE

You'll need some in a few weeks, when you begin that inevitable first-of-the-year weeding out process—transferring the past year's letters, invoices, etc., to make room for the new.

Dovetailed! All the frame work of this case is dovetailed together—the strongest joint known to the cabinet maker's art. No nails whatever are used in the outside case.

Roller bearing! Four rollers, an exclusive feature of the B-M Transfer Case, keep the drawer from dragging or sticking. It works smoothly and easily at all times.

Sectional Feature! B-M Transfer Cases build up, one above the other, like standard sectional cabinets, without bolting. They stay "put" and do not slip or slide around when being used.

Three-Ply Built Panels, framed in, very much stronger than solid wood or just a rotary cut veneer.

Wide Solid Drawer Sides, not narrow sides and iron bands.

Light Golden Oak Finish, very attractive for the business office.

Like all Browne-Morse office furniture and filing equipment this Transfer Case represents high quality and the most modern ideas, yet its price is decidedly moderate. Furnished in various dimensions to suit your particular needs.

Write us today. Complete information quickly furnished — and prompt shipment assured.

BROWNE-MORSE COMPANY

101 McKinney Ave. Muskegon, Mich.

DEALERS—B-M Vertical File Transfer Cases are an exceptionally good "buy." Let us send you full particulars and dealer's discount. Write today.

Stratford, Payot, Stratford & Kerr, San Francisco, Cal.; Henry E. von Wedelstaedt, Henry E. Wedelstaedt Co., St. Paul, Minn.

Leather Goods and Novelties.

James S. Ball, Chairman, Kilham Stationery & Printing Co., 74-76 5th street, Portland, Ore.; Joseph LeRoux, The Franklin Ptg. & Eng. Co., Toledo, Ohio; George A. Mullin, George A. Mullin Co., Cedar Rapids, Iowa.

Loose Leaf Devices.

Frank R. Welsh, William H. Hoskins Co., 904 Chestnut street, Philadelphia, Pa.; C. R. Fargo, Wilson-Jones Loose Leaf Co., Chicago, Ill.; W. C. Bardenheuer, Boorum & Pease Co., New York, N. Y.; Geo. T. Hatch, Samuel Ward Co., Boston, Mass.

Rubber Stamp Goods.

M. L. Willard, Chairman, The Superior Type Company, 32 S. Clinton street, Chicago, Ill.; Harry D. Dye, Patrick & Co., San Francisco, Cal.; Samuel S. Rosendorf, Southern Stamp & Stationery Co., Richmond, Va.

Miscellaneous Items.

Edwin I. Baer, Chairman, Baer's, 216 N. Market street, Canton, Ohio; E. Y. Horder, Horder's Stationery Stores, Chicago, Ill.; John T. Bailey, Ward's, Boston, Mass.

Standing Committees for 1916.

National Catalogue Commission.

Robert D. Patterson, Chairman, Buxton & Skinner Printing & Stationery Co., 306 N. Fourth street, St. Louis, Mo.; William J. Youmans, The W. B. Carpenter Co., Cincinnati, Ohio; Henry W. Stacy, Grimes-Stassforth Stationery Co., Los Angeles, Cal.; Henry W. Rogers, Wilbur & Hastings, New York, N. Y.; Ralph S. Bauer, R. S. Bauer Co., Lynn, Mass.; W. D. Pittman, Secretary, Continental Bank Building, 411 Olive street, St. Louis, Mo.

Grievance.

Mortimer W. Byers, Chairman, 41 Park Row, New York, N. Y.; Edward E. Huber, Eberhard Faber, Brooklyn, N. Y.; Richard B. Carter, Carter's Ink Company, Cambridge, Mass.

Resolutions.

Theodore L. C. Gerry, Chairman, Gerry & Murray, 75 Broad street, New York, N. Y.; Millington Lockwood, Buffalo, N. Y.; Wm. J. Kennedy, Wm. J. Kennedy Stationery Co., St. Louis, Mo.; Charles E. Falconer, The Falconer Company, Baltimore, Md.; Robert D. Patterson, Buxton & Skinner Printing & Stationery Co., St. Louis, Mo.

Convention.

Ivan E. Allen, Chairman, Fielder & Allen Co., Marietta & Forsyth streets, Atlanta, Ga.; J. Ogden Pierson, Dameron-Pierson Co., Ltd., New Orleans, La.; W. H. Brooks, W. F. Murphy's Sons Co., Philadelphia, Pa.

Program.

John Aldredge, Chairman, Lester Book & Stationery Co., 61 Peachtree St., Atlanta, Ga.; John M. Cooper, Foote & Davies Co., Atlanta, Ga.; I. A. Hirschberg, The Hirschberg Co., Atlanta, Ga.; Robert Ewing, Roberts & Son, Birmingham, Ala.; C. M. Marshall, Fielder & Allen Co., Atlanta, Ga.

Credentials.

Charles A. Stevens, Chairman, Stevens, Maloney & Co., 21 S. La Salle street, Chicago, Ill.; W. E. Smith, Boston Fountain Pen Co., Chicago, Ill.; A. P. Baylis, Baylis Office Equipment Co., Atlanta, Ga.; F. M. Marsh, Atlanta Table Co., Atlanta, Ga.; N. H. Saltzman, The Hirschberg Co., Atlanta, Ga.

Standardizing.

Ivan E. Allen, Chairman, Fielder & Allen Co., Atlanta, Ga.; John M. Cooper, Foote & Davis Co., Atlanta, Ga.;

THE TAYLOR CHAIR CO. BEDFORD, OHIO, U.S.A.

Eighteen Months' Rapid Growth In Supremacy

EIGHTEEN months ago we announced the launching of The Master's Line as an event in the office chair field.

The announcement of this new high grade line aroused extraordinary expectations on the part of office furniture dealers all over the country.

This unusual interest was created because peculiar conditions in the office chair field made the time particularly propitious for a new line.

Live and aggressive dealers seeking a foothold in the office chair field found themselves handicapped because they had no strong line to combat entrenched quality competition.

The New Master's Line, embodying as it did the most advanced ideas in office chair construction, offered them an advantage that has enabled hundreds of dealers since, all over the country, to gain the very pinnacle and make them the real leaders in the office chair field.

As a result of the unusual strength of the line, the completeness of its price range, the distinctiveness of its design, the improved chair iron and the quality of its workmanship, a demand was soon created in excess of its immediate production.

This has continued to be true throughout the past year in spite of a constant effort to enlarge the production.

Today, in eighteen short months, The Master's Line has gained the same supremacy in the office chair field that Taylor's Comfortable Rockers have maintained for a century in the rocker field.

Today, hundreds of dealers, through the opportunity of The Master's Line, have established themselves as dominant factors in the high grade office chair business of their respective communities.

The purpose of this announcement is to offer to other dealers the same opportunity to achieve leadership in the office chair field.

If you are interested, write us today for the full details of why The Master's Line will make you master of the office chair business in your community.

The Taylor Chair Company

BEDFORD, OHIO

The Masters' Line of Office Chairs

Here's Hoping

that 1916 will witness the realization of most of your plans for the New Year; that you'll get out of it all the good things you deserve; and that old man Bad Luck will cross the street when he sees you coming and pass by you on the other side, like that fellow who's been owing you five dollars for the past two years.

This wish holds good for everyone who reads it because it is born of a spirit of good-will toward the world in general, the natural result of genuine satisfaction with the encouraging results of the year just closed

Of course, we are frank to admit that we have reserved in our heart at this time a special little "soft spot" for you whose relationship with us has helped to make the past year the success it has been.

REBUILT TYPEWRITER COMPANY

CHICAGO, ILL.

L. J. Jernigen, Lester Book & Stationery Co., Atlanta, Ga.; Ernest C. Clayton, Fielder & Allen Co., Atlanta, Ga.; Charles M. Marshall, Fielder & Allen Co., Atlanta, Ga.

Carbon Paper and Inked Ribbons.

E. D. L. Sperry, Chairman, Brown, Blodgett & Sperry Co., 5th and Minnesota streets, St. Paul, Minn.; A. H. Barkerding, Mittag & Volger, Inc., Park Ridge, N. J.; J. M. Byck, M. S. & D. A. Byck Co., Savannah, Ga.

Traveling Men's Night Committee.

Jack H. Lewis, Chairman, Jos. Dixon Crucible Co., 328 Peachtree street, Atlanta, Ga.

Delegates to Chamber of Commerce of U. S. A.

Fletcher B. Gibbs, Chairman, Shea Smith & Co., 320 Federal street, Chicago, Ill.; Frank W. Bailey, Thorp & Martin Co., Boston, Mass.; George M. Courts, Clarke & Courts Co., Galveston, Texas; Charles A. Lent, Brown, Lent & Pett, Inc., New York, N. Y.; Frank D. Waterman, L. E. Waterman Co., New York, N. Y.

Manufacturers' Conference Committees—Authorized at the Eleventh Annual Convention.

These Committees are divided into various groups, each group to comprise all the manufacturers in its particular class, in our membership.

The names are arranged in alphabetical order and should it be deemed advisable to call any one of the groups together, a chairman will be appointed at the meeting.

The committees' conferences are subject to the call of the president.

Blank Books.

Boorum & Pease Company, W. D. Bevin, P. O. Box 272, New York, N. Y.; Gresham Blank Book Co., H. B. Gresham, 310-322 Hudson street, New York, N. Y.; Kiggins & Tooker Co., H. G. Kiggins, 35-37 Park place, New York, N. Y.; National Blank Book Co., F. B. Towne, Holyoke, Mass.; Roaring Springs Blank Book Co., Dr. A. L. Garver, Roaring Springs, Pa.; Saugerties Manufacturing Co., Howard Gillespy, Saugerties, N. Y.; J. G. Shaw Blank Book Co., J. S. A. Wittke, 72-76 Walker street, New York, N. Y.; S. E. & M. Vernon, Inc., P. J. Smith, 65 Duane street, New York, N. Y.

Loose Leaf Devices.

Anderson & Prigge, Inc., E. M. Anderson, 227 Canal street, New York, N. Y.; The Barrett Bindery Co., A. M. Barrett, 732 Federal street, Chicago, Ill.; Boorum & Pease Company, William C. Bardenheuer, P. O. Box 272, New York, N. Y.; The Heinn Company, R. W. Riddell, 348-354 Florida street, Milwaukee, Wis.; Irving-Pitt Manufacturing Co., J. B. Irving, 405-419 East Eighth street, Kansas City, Mo.; Kalamazoo Loose Leaf Binder Co., Geo. P. Wigginton, Kalamazoo, Mich.; McMillan Book Company, W. W. Porter Jr., 509-515 East Water street, Syracuse, N. Y.; National Blank Book Co., J. M. Towne, Holyoke, Mass.; The Plew & Motter Company, R. L. Winans, Racine avenue and Monroe street, Chicago, Ill.; The C. E. Sheppard Co., C. E. Sheppard, 303-311 Hudson street, New York, N. Y.; Stationers Loose Leaf Co., H. C. Miller, 346 Broadway, Milwaukee, Wis.; The Samuel C. Tatum Co., O. J. Timberman, Cincinnati, O.; The Tenacity Manufacturing Co., Paul A. Gosiger, Reading, Cincinnati, O.; Trussell Manufacturing Co., C. D. Trussell, Poughkeepsie, N. Y.; Wilson-Jones Loose Leaf Co., C. R. Fargo, 3021-3031 Carroll avenue, Chicago, Ill.

Files and Office Furniture.

Art Metal Construction Co., E. D. Lines, Jamestown, N. Y.; Atlanta Table Co., F. M. Marsh, Atlanta, Ga.; The Berger Manufacturing Co., Theodore H. Hiller, Canton,

Hundreds of Buyers Every Year
Attracted to Your Store by the Pen Department

HOW do *you* judge the value of *your* pen department?

A good many stationers value it only on the exact amount of pens they sell, and overlook entirely the tremendous effect it has on the rest of the store.

On the basis of its sales alone, the department is profitable, but its still greater value is, that it brings such a large number of people into your store, where you have the opportunity to sell them other things.

If you could advertise in such a way as to attract as many possible customers as a pen department does annually, it would be an extremely profitable investment, yet a pen department pays a good profit at the same time.

It is because they have found this so true that the most successful stationers are devoting such increasing attention to making their pen counter just as inviting and efficient as possible.

Few stationers can afford the complete assortment that this requires, except by concentrating on one most popular and most comprehensive line. By such concentration they—

First—Tie up less money in stock.
Second—Save counter space.
Third—Get maximum display.
Fourth—Offer the most complete assortment.
Fifth—Make it easier for the customer to buy.

To assist dealers in concentrating and improving their Pen Department, there are ten different sizes of Esterbrook Counter Display Cases.

Write us about these today, and for any other assistance we can give to make your Pen Department bigger, better and more profitable than ever before.

ESTERBROOK STEEL PEN MFG. CO., 80-100 Delaware Ave., Camden, New Jersey.

Esterbrook Pens "Easiest to sell!"

Getting Business
with Good Stationery

Business stationery on Old Hampshire Bond is good business for you to get, and it will help your customers get good business.

Why not plan to make a special Old Hampshire Bond campaign for the next two or three months. Your customers, if you are cultivating the right class of trade, ought to be the kind that would appreciate Old Hampshire Bond, especially when the paper is brought to their attention in the right way.

If you are interested in this suggestion, we can co-operate, and to good advantage. Drop us a line and allow us to tell you our plan.

Hampshire Paper Company

We are the Only Paper Makers in the World Making Bond Paper Exclusively

SOUTH HADLEY FALLS - MASSACHUSETTS

MEMBER
PAPER MAKERS
ADVERTISING CLUB

O.; The Clemetsen Co., D. A. Raggio, Rockwell and Flournoy streets, Chicago, Ill.; Cutler Desk Co., Charles L. Keller, 24 to 64 Churchill street, Buffalo, N. Y.; The J. Dornette & Bro. Co., John Dornette Jr., 1250-1266 Harrison avenue, Cincinnati, O.; Fire-Proof Furniture & Construction Co., C. U. Carpenter, Miamisburg, O.; The General Fireproofing Co., W. H. Foster, Youngstown, O.; The Globe-Wernicke Co., H. C. Yeiser, Cincinnati, O.; Horrocks Desk Co., F. S. Munger, Herkimer, N. Y.; Invincible Metal Furniture Co., A. L. Noel, Manitowoc, Wis.; Leopold Desk Co., Carl S. Leopold, Burlington, Ia.; The Macey Co., O. H. L. Wernicke, Grand Rapids, Mich.; The B. L. Marble Chair Co., C. N. Adams, Bedford, O.; The Marble & Shattuck Chair Co., Arthur B. Hunn, East 105th street, Cleveland, O.; The Meilink Manufacturing Co., C. F. Meilink, L. S. & M. S. Railway and Oakwood avenue, Toledo, O.; National Desk Co., George W. Searles, Herkimer, N. Y.; The Safe Cabinet Co., D. R. Babbitt, Marietta, O.; Shaw-Walker Co., C. E. Wilson, Muskegon, Mich.; The Sikes Co., L. H. Clark, 23d street and Passyunk avenue, Philadelphia, Pa.; Standard Furniture Co., C. S. Brewer, Herkimer, N. Y.; The Taylor Chair Co., Jos. F. Taylor, Bedford, O.; The Toledo Metal Furniture Co., Joseph F. L. Uhl, L. S. Railway near Dorr street, Toledo, O.; The Van Dorn Iron Works Co., H. A. Rock, 2685 East 79th street, Cleveland, O.; The Wabash Cabinet Co., T. F. Vaughn, Wabash, Ind.; Wagemaker Co., Ltd., Isaac Wagemaker, Grand Rapids, Mich.; The Weis Manufacturing Co., Andrew L. Weis, Monroe, Mich.; Yawman & Erbe Manufacturing Co., Francis J. Yawman, 424 St. Paul street, Rochester, N. Y.

Pens and Pencils

American Lead Pencil Co., Louis J. Reckendorfer, 220 Fifth avenue, New York, N. Y.; Blaisdell Paper Pencil Co., Stuart H. Heist, Wayne Junction, Philadelphia, Pa.; Joseph Dixon Crucible Co., Julian H. Schermerhorn, Jersey City, N. J.; Eagle Pencil Co., Emil Berolzheimer, 377-379 Broadway, New York, N. Y.; The Esterbrook Steel Pen Mfg. Co., Harry C. Sharp, Camden, N. J.; A. W. Faber, Henry Fera Jr., Newark, N. J.; Eberhard Faber, A. W. Williams, 37 Greenpoint avenue, Brooklyn, N. Y.; Johann Faber, F. W. Best, 54-60 Lafayette street, New York, N. Y.; L. & C. Hardtmuth, Irving P. Favor, 34 East 23d street, New York, N. Y.; C. Howard Hunt Pen Co., L. A. Hawkes, Camden, N. J.; Lippincott Pencil Co., John S. Furist, Chester, Pa.; Spencerian Pen Co., William B. Smith, 349 Broadway, New York, N. Y.; The Turner & Harrison Pen Mfg. Co., Inc., J. Cowley Huss, 1211-1213 Spring Garden street, Philadelphia, Pa.

Ink and Mucilage.

The Carter's Ink Co., C. B. Gordon, 239 First street, Cambridge, Boston, Mass.; Thaddeus Davids Co., J. W. R. Merckle, 95-97 Van Dam street, New York, N. Y.; Emry Davis, Emry Davis, 298 Broadway, New York, N. Y.; The William A. Davis Co., W. C. Richmond, 40 Batterymarch street, Boston, Mass.; Diamond Ink Co., A. N. Ritz, Milwaukee, Wis.; Chas. M. Higgins & Co., John E. Gavin, 271 Ninth street, Brooklyn, N. Y.; The Robert Keller Ink Co., George Simpson, 525 Fort street W., Detroit, Mich.; Levison & Blythe Mfg. Co., F. W. Palmer, 209 Locust street, St. Louis, Mo.; Pomeroy Ink Manufacturing Co., F. R. Alleman, 218 N. J. R. R. avenue, Newark, N. J.; Sanford Manufacturing Co., W. H. Reddington, Peoria and Congress streets, Chicago, Ill.; S. S. Stafford, Inc., W. S. Stafford, 603-609 Washington street, New York, N. Y.; J. C. Swearingen Ink Co., F. C. Swearingen, 222-226 Wick street, Pittsburgh, Pa.; L. H. Thomas Co., Walter G. Rodiger, 435 Peoria street, Chi-

PHILADELPHIA

BUSINESS SHOW and EFFICIENCY EXPOSITION

March 13th to 18th inclusive, 1916, at the FIRST REGIMENT ARMORY, Broad and Callowhill Streets.

Under the same management as the successful New York, Chicago and Boston Business Shows.

An exceptional opportunity for wide-awake manufacturers of business equipment to demonstrate their products to the buyers of Philadelphia and vicinity.

Many prominent firms have already engaged space and are co-operating with us to make this the biggest and best Exposition of the kind ever held in Philadelphia.

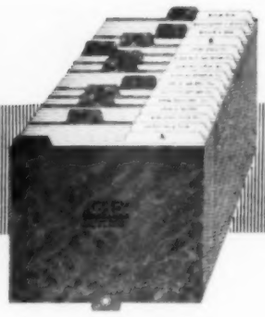
TO INSURE BEST CHOICE OF SPACE SEND NOW FOR FLOOR PLAN AND DETAILS

ANNUAL BUSINESS SHOW CO.

FRANK E. TUPPER, President NATHAN W. TUPPER, Vice-President

150 NASSAU STREET, NEW YORK

One of Many Wydesteel Combinations.



Simple Effective Filing Systems.

Upright Files Any Size and Finish.

The *Allsteel* Line Solves the

The Note Case and Letter Tray.

IF we were retail office equipment men we'd want the very service which comes with Allsteel today. Fact is, that's how we judge the kind of selling help we offer you.

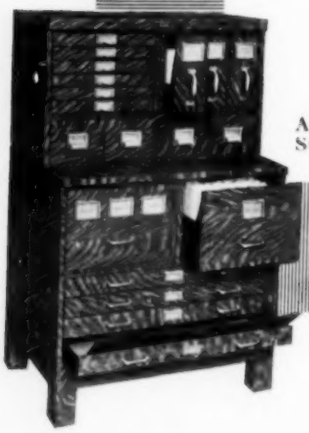
First of all, you're entitled to *complete* service from one Line. You get it with Allsteel, for the GF Factory, manufactures and carries the largest and best assorted stock, insuring promptness in filling orders for any section your trade demands.

Then there should be reliable Filing Systems and Supplies particularly adaptable to the Files you sell. Allsteel and GF Supplies make a profitable team. They work together perfectly; each helps to sell the other.

And all the greater and lesser office furnishings—from Desks to Letter Trays—must harmonize in style and finish, price and service, with the other equipment. Your trade

The General Fir

3670 Logan Avenue, Youngstown, Oh



Another Wydesteel Stack—Many More!

Combined Card and Letter File.

Allsteel Transfer Cases
Cost No More Than Wood.

A Typical Unette
The Narrow Section.

The Allsteel Safe
Any Interior.

Dealer's Selling Problems

is assured of this if you sell Allsteel, for the same substantial construction and unfailing quality prevail through every piece, whether large or small.

Further than that we point with pride to hundreds of prosperous Allsteel Dealers who are finding GF business helps, more tangible, more complete, more compelling than they have received before.

These include wide spread advertising; concentrated campaign, in small districts and booming seasonal sales; and individual service based on each agent's peculiar requirements.

The details of an Allsteel Agency Agreement will open your eyes to greater profits from business equipment sales. May we send them free with catalogs of the complete Allsteel Line and GF Supplies?

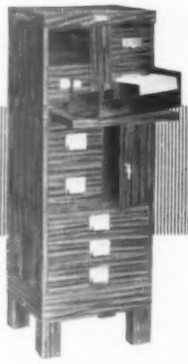
GF
Filing
Supplies

Personal
Bond
Box.

Fireproofing Company

Export Office: 395 Broadway, New York

Unette Section in a
Handy Combination.



The Handy Bus for
Bank or Other Offices.

ECLIPSE INK TABLETS

—fine quality ink, in handy tablet form.

Eclipse Ink Tablets are convenient—will keep indefinitely — come in many colors. Various departments of the U. S. Government now use Eclipse Tablets because—

they are guaranteed pure and absolutely unfading; they contain no acid (non-corrosive).

Send 50 cents for sample box making full quart, naming color preferred.

Eclipse Pneumatic Inkwells

The **inner** construction of the Eclipse prevents ink evaporation; allows no dust to enter the well and clog; and provides no parts to rot, become encrusted or "fail to work." This patented construction is famous for its practical utility and simplicity—every user of an Eclipse thanks it for the cleaner, easier writing it makes possible!

Our catalog, sent free on request, gives full information—and will interest you.

The General Eclipse Company

Department A ECLIPSE **DANIELSON, CONN.**

"WE REALIZE the great help which this case is in pushing the sale of ELDORADO against——. Since its arrival, we have had a very gratifying sale."

It's skeletonized, gold-bronze metal frame, with glass panels. Contains one dozen each of fourteen perfect grades of ELDORADO, "the master drawing pencil," upon removable trays. Contents always visible for both customer and stock clerk. Best and most sanitary pencil selling help. Trade No. 1180. Write for price to

Joseph Dixon Crucible Co.

JERSEY CITY, N. J.

cago, Ill.; J. Underwood & Co., L. E. Williamson, 62 Park place, New York, N. Y.; L. E. Waterman Co., F. P. Seymour, 173 Broadway, New York, N. Y.

Drawing and Artist Materials.

Eugene Dietzgen Co., R. Fred Allin, 218 East 23d street, New York, N. Y.; Favor, Ruhl & Co., William Mayne, 73 Barclay street, New York, N. Y.; L. & C. Hardtmuth, Irving P. Favor, 34 East 23d street, New York, N. Y.; Chas. M. Higgins & Co., John E. Gavin, 271 Ninth street, Brooklyn, N. Y.; Keuffel & Esser Co., Carl M. Bernegau, Adams and Third streets, Hoboken, N. J.; The Frederick Post Co., A. H. Folkmar, Irving Park Station, Chicago, Ill.; Technical Supply Co., J. A. Frantz, Scranton, Pa.

Something About the New Secretary of the Catalogue Commission.

The fact that W. D. Pittman has been made secretary of the National Catalogue Commission and manager of the new Information Bureau established by the National Association at St. Louis, is already widely known among the stationery trade. In view of his position, some facts concerning Mr. Pittman's life are apropos at this time.

His name is William Daviess Pittman. He was born in St. Louis, April 29, 1863. Until he was two years old he resided in St. Louis. His parents then moved to Louisville, Ky., where they remained from 1866 to 1868. During 1869 and 1870 he lived at Memphis, Tenn., and was a resident of New Orleans from 1871 to 1874. Since 1875 he has lived continuously in St. Louis.

Mr. Pittman entered business in the fall of 1879 as an old-fashioned office boy and for two years was engaged in small duties about the offices of two men who are now dead. His first worth-while position was obtained in 1881 with the old firm of Udell, Schmeiding & Co., a wooden and willow-ware house. Here he was shipping clerk until the concern sold out to the Samuel Cupples Woodenware Company in 1882, when he entered the employ of the Drummond Tobacco Company, where he filled various positions, finally ending his connection with that house as sales and advertising manager. This position he held until about 1898, when the company was sold to American Tobacco Company. During his connection with the Drummond company he looked after James T. Drummond's personal investments, valued at five million dollars. During the sixteen years of his connection with that company he acquired some stock, and on the sale of the company, Mr. Pittman found himself in a comfortable financial situation. On the death of Mr. Drummond the estate was incorporated and Mr. Pittman was its secretary and manager for about ten years, by which time the distribution to the five heirs had been accomplished. During five years of this time he was bond officer for the Mississippi Valley Trust Company of St. Louis, where his work was both agreeable and profitable. After the liquidation of the Drummond Realty & Investment Company he resigned from the trust company and went into the investment business for himself. During 1908 he was business manager for the Christian Publishing Company of St. Louis, taking the position to reorganize the business and put it on a dividend-paying basis. This he accomplished. During 1909, 1910 and 1911 he was engaged in working out some investments in the lower Rio Grande valley, Texas. These ventures were neither pleasant nor profitable, unfortunately, and he still has some of the properties on hand, which may or may not be closed out at a profit. From February, 1912, to April, 1915, he was sales manager for the Woodward & Tiernan Printing Company, leaving them to represent the American Art Works of Coshocton, O. He left this company after four months' service to go on the staff of the St. Louis Star.

You can print without cuts—you can duplicate drawings without engravings. Charts, diagrams, designs, maps, etc., are exactly reproduced in quantities by means of the new waxless mimeographing method and the mimeoscope—and that at a tremendous saving of both time and money. Simply trace the thing on the stencil and it is ready to print. Anyone can do it. And typewriting can be done on the same sheet. Enables the sales-manager, engineer, advertiser, schoolhead, architect, to do new kinds of forward work. An epoch-making development in efficiency methods.

You can print without type, sharp, clean-cut reproductions of your typewritten forms and letters by means of the new dermatype stencil—better than it has ever been done before—quicker—and at less cost. This thin sheet of dark blue paper, waxless and almost indestructible, has made a new machine of the mimeograph and has *absolutely* revolutionized duplicating methods. You don't know the mimeograph unless you know the *new* mimeograph. A thousand exact duplicates may be ready in a few minutes—five thousand an hour—at small cost. Think what that means!

Curiosity as to how these simple methods may serve them has led thousands of executives into the discovery of better, quicker and more economical ways of doing the day's work.

MIMEOGRAPH

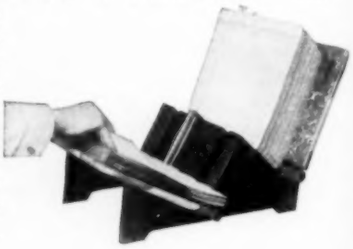
EDISON-DICK

Send for our new and somewhat different booklet "T" today. It holds some little appeal for the eye, but more for the self-interest. A. B. Dick Company, Chicago, also New York.

Kalamazoo

QUALITY
EXPERIENCE
SERVICE

As originators of the "W" or split type of posting outfit, the Kalamazoo Loose Leaf Binder Co. are pioneers in the development of this greatest of all labor and time-saving devices. By reason of its construction the leaves are removed and inserted with the minimum of effort. There is sufficient room in which to operate the offset feature, which in itself presents many advantages, such as placing posted accounts at an offset position to facilitate checking, to separate over limit or past due accounts, and many like usages. The Kalamazoo Style "C" Posting Outfit is constructed so that the unposted accounts are contained in the upper part of the rack entirely separate from the posted accounts which are kept in the lower level.



MANY ADVANTAGES OFFERED

Six Exclusive Advantages Found Only in the Kalamazoo Style "C" Posting Outfit

1—Practically unlimited expansion of binder.
2—Instantaneous location of all accounts.
3—Absolute freedom in handling sheets.
4—Rapid and positive offsetting of posted accounts.
5—Perfect alignment of sheets.
6—Absolute security of sheets in binder.

MAIL US THE FREE COUPON BELOW AND WE WILL GLADLY FURNISH YOU WITH DETAILED INFORMATION. WRITE US TODAY.

Sales Offices Everywhere

Kalamazoo Loose Leaf Binder Company

Executive Offices
Kalamazoo
Michigan

FREE COUPON

GEORGE P. WIGGINTON, General Manager
Kalamazoo Loose-Leaf Binder Company, Kalamazoo, Mich.

Kindly send me without obligation more detailed information regarding your Style "C" Posting Outfit.

Name .....
Address .....
City .....
State .....

which position he resigned to accept the office which he now occupies as secretary of the National Catalogue Commission and manager of the Information Bureau.

Mr. Pittman has had a long and varied experience in business and is the proud possessor of a clean record,

W. D. Pittman, Secretary, National Catalogue Commission, St. Louis.

having occupied many positions of honor and trust. The work in which he is at present engaged is very congenial and the fact that he has other sources of income aside from his salary makes his present situation all the more fortunate.

An Efficient Ledger Posting Outfit.

The Kalamazoo Loose Leaf Binder Company of Kalamazoo, Mich., are energetically pushing their style "C" posting outfit for use by banks and commercial houses in ledger posting work in connection with adding typewriters and typewriter adding machines. This outfit has a number of characteristic features which make it valuable in this work. A great many of these outfits have been sold, and such is the satisfaction they have given that the demand for them is steadily increasing. The manufacturers state that wherever this posting outfit has been installed a saving of fifteen to twenty-five per cent becomes immediately apparent.

The features in which this outfit is declared to excel include the following:

Practically unlimited expansion of binder; instantaneous location of accounts; absolute freedom in handling of sheets; rapid and positive offsetting of sheets; perfect alignment of sheets; absolute security of sheets in binder.

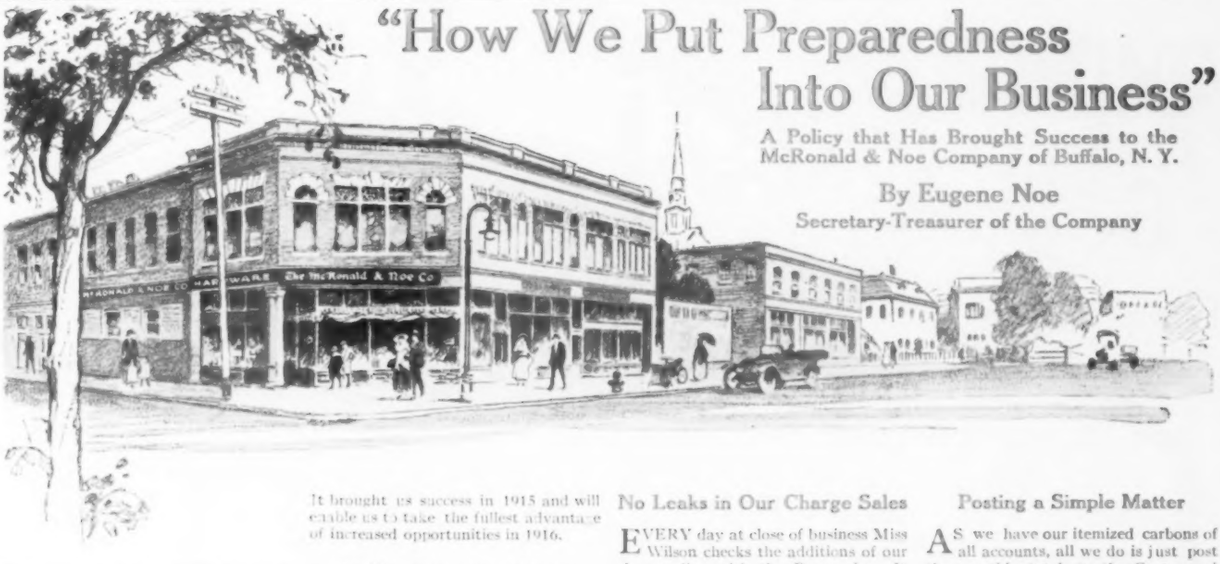
The style "C" outfit includes the self-indexed ledger sheets or statements, a sufficient number of Kalamazoo "C" binders to hold these sheets, and a rack or holding device for each ledger-posting or bookkeeping machine. The binder is a regular Kalamazoo binder equipped with special features for use with bookkeeping machines. Some of the features of this binder have already been noted. In the left-hand cover is the rapid opening device—a push on a button, and a pull, and the binder opens up five inches. It may be closed as quickly. Additional expansion may be obtained by releasing the key-operated screw mechanism in the right-hand cover of the binder.

To arrange the sheets for use upon a ledger posting or bookkeeping machine the operator releases the rapid-opening device and places the binder upon the rack, allowing the thongs to drop into the slots. He next with-

"How We Put Preparedness Into Our Business"

A Policy that Has Brought Success to the McRonald & Noe Company of Buffalo, N. Y.

By Eugene Noe
Secretary-Treasurer of the Company



IT sometimes takes a sort of shock to wake a man up to things he needs in his business.

I'll never forget one evening when I was down at the office looking over the footings of 300 bills before they were mailed out to customers.

I found an overcharge of $10.00 on one account—and by perverse luck it was the same customer to whom the same thing had happened the previous month.

That set me thinking and I wondered: How many errors like that were slipping by?

Such mistakes were costly.

When they were against the customer it caused dissatisfaction. When they were against us it played havoc with our profits.

Something had to be done to prevent errors in our bookkeeping.

What we actually did had a bigger result than we expected. It put preparedness into our business—preparedness that is based on accuracy, promptness and knowledge. It brought us success in 1915 and will enable us to take the fullest advantage of increased opportunities in 1916.

An Employee that Makes No Mistakes

IN 1914 we put into our office an employee that *couldn't make mistakes*, a Burroughs figuring machine.

It proved the biggest thing we ever did for our business.

I believe protection to our charge sales alone was worth the price, but this was only the beginning of the things that machine is doing for us.

It not only assures accuracy—it saves time and cuts bookkeeping costs in two.

Nineteen-Year-Old Girl Does All the Book-Keeping

MISS WILSON is the only clerk we have in our office—but she does more, with the Burroughs, than two grown men could do by hand methods.

She posts our ledgers, gets out statements, and trial balances, journalizes sales, checks invoices and has time to be a stenographer besides.

No Leaks in Our Charge Sales

EVERY day at close of business Miss Wilson checks the additions of our charge slips with the Burroughs. It takes only a few minutes to run through charges on 300 accounts; and she *knows the totals are right*, for the Burroughs can't add wrongly.

Then she sorts the slips and copies them on the customers' statements—which we keep in duplicate in a loose-leaf binder, filing the carbons and sending out originals monthly.

She marks each active account with a marker, then goes back and adds up the day's postings on the Burroughs to check against the total of the slips.

This method gives absolute proof every day that all items are charged and *charged correctly*.

Statements Cut on Time—No Errors

SO you see statements are all finished when the end of the month comes. The Burroughs foots each one and it's ready for mailing. Simple, isn't it?

And Miss Wilson doesn't work nights and Sundays getting out statements—like some bookkeepers.

Posting a Simple Matter

AS we have our itemized carbons of all accounts, all we do is just post the monthly totals to the Customers' Ledger Accounts and credit the grand total to Merchandise Sales.

The books always balance, because the Burroughs doesn't make mistakes in adding.

The Machine Helps in Other Ways

IT just seems to fit everywhere into our "know-your-business" policy.

We check all our incoming invoices—chain discounts, additions, and extensions. We use it at inventory time to extend all prices and foot amounts.

What It All Means

WE don't make mistakes in bills, we get out statements on the first, we know what it costs to sell our merchandise, we know our prices are right, we know how rent, heat, light, selling, etc., stand in relation to sales.

And the only employees in the office are a Burroughs and a nineteen-year-old girl.

Yes, the Burroughs has done more than any other one thing to put real preparedness into our business.

$125
In Canada $165

One of many Burroughs machines used by retailers.

Protecting the Retailer's Profits

Whatever your business, your profits are dependent on keeping accounts accurately.

A Burroughs will do that for you in a fraction of the time, at a fraction of the cost required to do the work mentally.

You or your bookkeeper will have time for other work—and you will have the figure facts on which to build a bigger business. This story about the Buffalo hardware store shows what a Burroughs can do for *any* retailer.

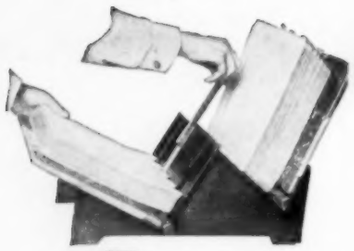
In the Burroughs line are 98 models with 587 different combinations of features. Talk with the Burroughs representative in your city or locality and let him show you how you can cut out the drudgery of handling figures.

Your banker or your telephone book will give you the address of the nearest Burroughs office—or write Burroughs, Detroit, Michigan.

Figuring & Bookkeeping Machines $125 and up

Burroughs

Prevent Costly Errors — Save Valuable Time



THE ULTIMATE SOLUTION OF YOUR ACCOUNTING PROBLEMS

The Kalamazoo Style "C" Posting Outfit is the most remarkable accounting device on the market. Its practical adaptability to every business makes it essential where maximum results, economy and efficiency are considered. Accounting costs can be reduced 25% by installing this device. By its many time and money saving features the general efficiency of your office can be greatly increased.

The pioneer posting device for machine bookkeeping

As the pioneer advocate of the loose leaf principle and by reason of our long experience in this field of manufacture, we were peculiarly situated to thoroughly study and investigate this method of accounting. The Kalamazoo Style "C" Posting Outfit is the culmination of fifteen years of loose leaf development. It represents the highest type of modern, practical, economical loose leaf efficiency.

The Kalamazoo Style "C" Posting Outfit

In addition to the common features claimed by all similar devices, this outfit has the six following exclusive features:

1st. Practically unlimited expansion of binder.
2nd. Instantaneous location of accounts.
3rd. Absolute freedom in handling of sheets.
4th. Rapid and positive offsetting of sheets.
5th. Perfect alignment of sheets.
6th. Absolute security of sheets in binder.

We can prove our claims by a personal demonstration. Write us today for booklet.

SALES OFFICES EVERYWHERE

KALAMAZOO LOOSE LEAF BINDER COMPANY

Executive Offices

KALAMAZOO MICHIGAN

draws the two steel posts which have held the sheets and places the loose sheets upon the upper crotch of the rack or holding device with the first notch fitting directly over the offset guard. He then inserts the offset block and is ready to commence posting.

As a rule the debit postings are made first and as the work proceeds the sheets are transferred from the upper to the lower position. Those sheets to which postings have been made are allowed to project or offset one notch beyond those accounts not affected, such offset sheets automatically forming a list of the active accounts which can be checked back against the posting medium.

The use of such devices in connection with machine bookkeeping is already fairly well known among accountants, and further description of the modus operandi of this device is hardly necessary.

New Line of Meilink Security Boxes.

The Meilink Manufacturing Company of Toledo, O., has recently brought out a new line of heavy steel plate boxes, called the Security, which, we are informed, are far in advance of previous styles and sells for less. The nickel plated corners have been done away with and the boxes are now made by electrically welding the corners.

"300" Line of Meilink "Security" Boxes, made by the Meilink Mfg. Co., Toledo, Ohio.

The Meilink Manufacturing Company states that it has developed the process of electric welding to such a high degree of perfection that they can weld up a corner of this kind in such a way that it appears to be stamped out of one piece and is really stronger than a solid piece of metal because the corners are lapped on the inside.

In spite of the advances in the price of steel during the last few months the Meilink Manufacturing Company has been able to reduce the manufacturing cost materially by the electric welding process. These boxes are made of extremely tough steel and it is said that they cannot be cut or forced open. They are beautifully finished (oak and mahogany finishes having been added), and their durability, of course, is measured only by that of the high quality steel itself. They are fitted with locks which will respond only to the key designed for each.

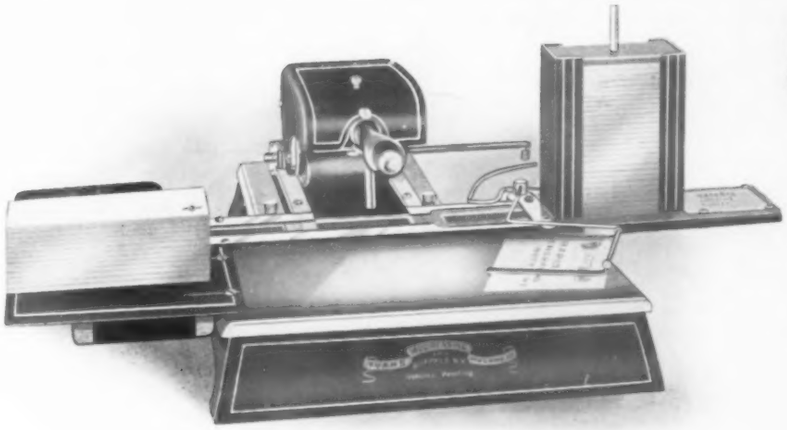
The manufacturers report that sales have been far ahead of their expectations.

Handsome Special Suites.

The Stow & Davis Furniture Company of Grand Rapids, Mich., has recently made some distinctive office suites in black walnut which have won the unstinted praise of all who have seen them. A characteristic desk and chair in this style and material are illustrated in the company's advertising announcement in the present issue of Office

NEW ADDRESSING MACHINE

at $30



Puts Direct Advertising—the great sales stimulator—within Reach of All

THE Evans sets new low price levels and new efficiency standards in the addressing machine field. Improved stencils, automatic stencil feed, automatic envelope ejector and other exclusive features give it a far broader application than any other machine.

The stencils, for example—made in two parts—holder and flexible stencil filler—will take the place of index cards. They are just as compact, and will carry the same information. You cut the stencils on your own typewriters without any extra attachments—this method dispenses with the necessity of purchasing special attachments or expensive stencil cutting machinery, or sending your work out to be done. Change them quickly, easily and inexpensively. When a change is necessary you simply insert a new stencil, retaining the holders with all the information they carry.

The Evans will effect economies wherever lists are addressed—in clubs, lodges, churches, organizations and certainly in every business office. Even if your list numbers only two hundred names it takes at least two hours for your stenographer to address it (cost 50c). With an Evans your office boy can address it in ten minutes (cost 2c). With a trained operator its capacity is 1,500 per hour. Any boy can average 1,000

Models exhibited at the New York Business Show attracted widespread attention. If you contemplate purchasing an addressing machine, it will pay you to investigate this one before you buy.

Investigate—Literature Ready—Simply Send the Coupon

THE EVANS

Made, Sold and Guaranteed by

EVANS ADDRESSING MACHINE CO., Inc.

Buffalo, New York

Rare Opportunity for Sales Managers

Arrangements for the distribution of the Evans have not been completed. Several rich territories in important business centers are open, and these will be assigned to sales managers of character and selling ability, able to organize, handle and inspire a crew of high-grade men. This offers a rare opportunity to ambitious men who wish to establish themselves in an independent and permanently profitable business.

Applicants must be able to assume the financial responsibility of a contract, but no investment whatever is required. Send complete details in first letter.

EVANS ADDRESSING MACHINE CO., Inc.
Iroquois Bldg., BUFFALO, N. Y.

Send literature regarding the new Evans Addressing Machine and details of the trial offer you will make.

Name _____

Address _____

Our list contains about _____ Names

How Many People come into your store?

It is a safe estimate that more than half of them have use for a typewriter, and that one out of every ten could be sold a Corona —if you were "up and doing."

You are familiar with the many unique features of this 6 pound typewriter, so it is not necessary to go into detail—suffice it to say that the Corona is the best and most active typewriter proposition—open to the dealer today. If you have any doubts on this point, let us refer you to some of our present dealers.

The year 1916 is to be the biggest in the history of the Corona company and its dealers. The reason is simple—the general public is just beginning to appreciate the value of the Corona. Our sales are increasing by leaps and bounds—and in order to handle them more promptly and efficiently, we must enlarge our selling organization by dividing into smaller units certain territory.

If you would like the Corona agency either now or at some future date—write us on your business letterhead and if we cannot take you on now, we will file your application so that it may receive consideration as soon as some territory becomes available.

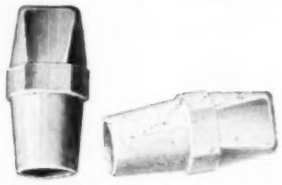
Corona Typewriter Co., Inc.

GROTON, NEW YORK

Appliances. The desk and chair there illustrated were made for one of the large banks. The company has received a number of orders for these special lines, which, by reason of their beauty and quality, and the dignity of their style, are admirably adapted to the use of large institutions such as banks, trust companies and fine private offices.

Two Dixon Devices Make Mistakes Less Irksome.

The Joseph Dixon Crucible Company of Jersey City, N. J., advises pencil users to try Dixon's gray No. 451



Dixon Wedge-Shaped Erasers.

eraser or Dixon's red No. 451½ eraser, wedge shaped,—a line patented by the Joseph Dixon Crucible Company. These erasers are big enough to last for a considerable time. The cost is only one cent a (rubber) head.

Wire Baskets Likely to Advance in Price.

The Massillon Wire Basket Company of Massillon, O., announce that quotations on their "Daisy" wire baskets have been withdrawn, and that there will probably be another advance in the near future.

Wire and other materials entering into the manufacture of baskets is steadily increasing in price, and the end is not in sight.

How Dealers May Reap Advantages from Bookkeeping Machines.

"Five years from today the hand-written ledger page will be as rare among the larger business houses as the hand-written letter is now," writes a careful student of conditions in the bookkeeping machine field. A rash prediction? It might have been considered so if made only a year ago. But the most recent developments stamp this forecast as a moderate one—perhaps even conservative.

Within the last year the mechanical system of bookkeeping has made tremendous strides. The leaders among the country's business houses are setting the pace, installing whole batteries of machines in offices which have tested a single machine and found it efficient.

Analysis of the situation brings out clearly the fact that the present demand is the fruit of long and careful educational effort on the part of manufacturers of bookkeeping machines. Ever since these houses placed their adding machines, billing machines, and specially built typewriters on the market, they have been bringing home to business men the fact that real accounting efficiency in the large office is to be found only in a machine that combines all the capabilities of the earlier machines and adds to them until it becomes a practical bookkeeper—an all-around machine that not only handles the separate parts of the bookkeeper's work, but that will combine all those parts into the completed operation.

The soundness of the principle involved in this educational work was bound to bring big results. But the fact that the results are now piling up so rapidly seems due to another factor. This is the great emphasis that has recently been placed on the possibilities of the bookkeeping machine in commercial houses.

The early growth of the machine system was to a large

THE FAULTLESS LINE

OF LOOSE LEAF DEVICES

ANNOUNCING—THE MILLER LINE OF FLEXI-LINK POST BINDERS

Beginning with January 15th, we will be ready to market a new departure in Loose Leaf Binders of exceptional interest to dealers, "THE MILLER LINE OF FLEXI-POST BINDERS."

CONSTRUCTION—The construction principles of this new style are so radically different from and so vastly superior to all devices now on the market that space will not permit a complete description.

MECHANISM—Briefly, the mechanism is a combination of the usual Sectional Post Transfer construction combined with a link post feature providing expansion same as a Current Ledger Binder, and offering the extra advantage of increased and unlimited capacity by adding post sections as required from time to time.

STYLES—This line will be manufactured both for Current and Transfer Binder use, as the device is equally available for either. The bindings will range from Russia and Corduroy to Full Canvas, leather corners, including complete ledger outfits.

CIRCULAR IS READY FOR MAILING—PROMPTLY ON REQUEST

STATIONERS LOOSE LEAF CO.

"SELLS TO THE TRADE ONLY"

346 Broadway, MILWAUKEE, WIS. 203 Broadway, NEW YORK CITY

DEALERS

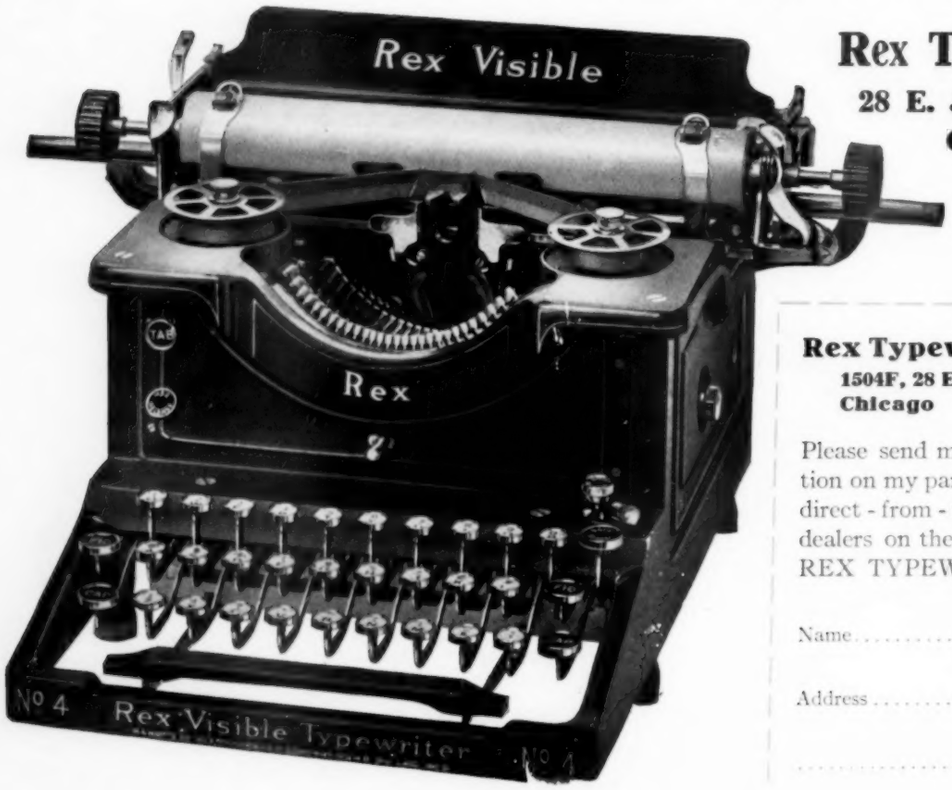
Get the Exclusive Agency for the Great REX!

Act quick!!!! Write for our remarkable proposition to DEALERS. This is your opportunity to get the exclusive agency in your town for the wonder of the typewriter age—the perfect, faultless typewriter—a $100 machine retailing at $57.50—THE REX.

Breaking all precedents, smashing all records, staggering the typewriter industry, this new wonder backed by a live typewriter organization offers to the DEALER the chance of a lifetime. We are making the DEALER the FOUNDATION of our business—by eliminating the enormous expense of branch offices, sales managers and salesmen, we are able to produce a STANDARD TYPEWRITER at an unbelievably low price.

We guarantee the REX typewriter to be unexcelled in the typewriter field and we welcome comparison with any other standard typewriter. All the essential features are built in: Visible Writing, Light Touch, Unlimited Speed, Extra Wide Platen, Perfect Paper Feed, Two Color Ribbon, Back Spacer, Line Lock, Tabulator, Removable Platen, etc.

Mail the Coupon Now Don't miss this wonderful opportunity. Write today for our Dealer's Proposition and the REX Catalog.



Rex Typewriter Co.
28 E. Jackson Blvd.
CHICAGO

Rex Typewriter Co.,
1504F, 28 E. Jackson Blvd., Chicago

Please send me, without any obligation on my part, Catalog and special direct-from-the-factory offer to dealers on the $100 standard model REX TYPEWRITER.

Name .....

Address .....

.....

extent limited to the banks. The fitness of the machine was most evident in this field, the sales were most easily made to the bankers, and for a time the bank field was the one on which selling efforts were concentrated. But more recently the manufacturers have been placing their emphasis on the commercial field, with such good results that the predictions made above now seem to be well on the road toward fulfillment. The commercial field is so much greater in its extent and possibilities that it far overshadows such a limited field as the banks offer.

Manufacturers of machines used for bookkeeping, including the Burroughs Adding Machine Company, the Elliott-Fisher Company, the Ellis Adding Typewriter Company, the Moon-Hopkins Billing Machine Company, the Remington Typewriter Company and the Underwood Computing Machine Company, whose sales have mounted to large proportions, are all extensive advertisers of these devices. Some of them assert that it is only a question of a short time before the bookkeeping machine will be adopted in practically all branches of bookkeeping. Two of the companies mentioned above are using moving pictures as a means of demonstration. Some months ago the Elliott-Fisher Company worked out a satisfactory film of this kind, and more recently the Burroughs Adding Machine Company has taken up this method of advertising and demonstration with success.

Where Dealers' Opportunity Comes.

The successful efforts of the manufacturers are having a vital effect on dealers in office appliances and stationery. For while the dealer cannot sell bookkeeping machines, he can sell a profitable volume of supplies to the business using mechanical systems. Every installation of bookkeeping machines carries with it an order for loose leaf supplies, which the dealer can furnish. The chief items among these supplies are, of course, the ledger and statement binders and sheets.

To obtain the maximum efficiency in the machine system, it is necessary to use binders which are built especially for use with posting machines.

Progressive manufacturers of loose leaf devices have not allowed the machine user to want for a binder that meets these requirements.

A new principle in ledger binder has been introduced by the Wilson-Jones Loose Leaf Company. This concern, long known as one of the leading manufacturers of ledger binders of the compression type, believe that compression binders will not do for use with bookkeeping machines. As a result it produced the new binders, which have since become known in every part of the country as "DeLuxe Tray Binders."

Several models are being made, each fitting its own phase of machine bookkeeping. In the case of the "Style S" tray binder, which is made for commercial work, the experience of the Wilson-Jones Company has closely resembled that of the machine manufacturers. While the banks were the first to take up the tray binders, the last few months have seen a great number of commercial houses falling into line. The increased sale of machines to these houses is clearly reflected in the increased demand for DeLuxe tray binders for commercial work.

This demand affords the dealer an opportunity for the possible business in supplies to commercial users of posting machines is undoubtedly great. The dealer who really desires to land this business must go after it with a binder that will meet the needs of the machine system.

New York Stationers to Hold Dinner.

The annual dinner of the Stationers' Association of New York will be held at the Hotel Biltmore on the evening of January 17.

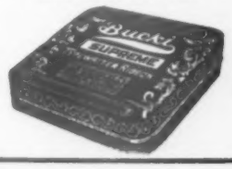
The Character of Bucki Carbons & Ribbons shall be maintained

Into whatever straits the dyestuff situation may lead us, we will not sacrifice the quality of our products. If we find ourselves unable to produce some colors ordered, our customers will be notified promptly—no substitutions will be permitted. At present our supply of raw material is in good condition and we are in position to care for our customers' requirements.

Our line includes ribbons for all typewriters and duplicating machines — carbons for every purpose. Dealers who have trouble in filling their requirements will do well to get in touch with us.

The Buckeye Ribbon & Carbon Co.
MANUFACTURERS

1265-67 W. Second St.



Cleveland Ohio, U.S.A.

Send Coupon For Your Copy Today

A CATALOG in condensed form, that illustrates and describes three new Berger Lines of Steel Vertical Units, Card Index Cases, Transfer Units, etc.—lines that will produce business for you.

Our extensive national advertising campaign is creating a big demand, and our Co-operative Department renders dealers valuable assistance in closing sales. But send for the Monograph.

The Berger Mfg. Co., Canton, O.
Branches:
Boston, New York, Philadelphia
Chicago, St. Louis, Minneapolis
San Francisco

MAIL COUPON NOW
H. O.
Gentlemen:—Please send me free copy of your Monograph "The Armor Plate of Modern Business."
Name
Concern
Address
City State

"Y and E"
CARD INDEX SUPPLIES
When you think of supplies, think of "Y and E"
The Biggest Line in the World
"Y and E" manufacture and keep in stock such a great variety of card index supplies that *no matter what your requirements may be*, you can always feel certain of "Y and E" filling them for you promptly—
Printed form cards of most approved designs for keeping various records—in many sizes, weights and colors; flat and angular metal guides; celluloided and plain pressboard guides; handy card ledger outfits; movable indicators; boxes and trays; tab cards and indexes—an immense variety of everything pertaining to card index supplies.
Our service to the ultimate consumer is thus backed by dependable service to the retail trade.
Thirty-five years of active participation in systematizing hundreds of businesses have given the "Y and E" line perfection in every detail.
Avail yourself of the inexhaustible stock, quick service, high quality, and good profits thus offered you. Get the habit of calling on "Y and E" for every kind of card record and index that you ever need.
Write for Catalog
YAWMAN AND ERBE MFG. CO.
Rochester, N. Y.
Branch Offices in New York, Newark, Boston, Philadelphia, Washington, Chicago, Kansas City, Cleveland, Buffalo, Pittsburgh, Springfield, Mass., San Francisco, Los Angeles and Oakland. In Canada, The Office Specialty Mfg. Co., Ltd., Toronto and Newmarket
"Leaders of the World" in Filing Devices and Office Systems.

SHANNON SUPPLIES
"Reach for your Y&E Catalog"
Genuine Shannon means
"Y and E"
The original Shannon idea, the designs, the improvements—everything that has brought about the success of this famous old line, is "Y and E".
Other manufacturers have entered our field, but nowhere else can you get the genuine Shannon for stock, as essential features of the original and successful line cannot be duplicated.
When you need Shannon, always reach for your "Y and E" catalog, which gives all necessary information about the entire, staple, time-tested line.
Lockarch Shannon Files
File Perforators
Single Arch Files
Compressor Covers
Shannon Transfer Cases
Lockarch Style Binders
Shannon Indexes
Prescription Files
Deposit Ticket Files
Sales Slip Files
Eagle Clip Files
Book Style Binders
Make it your store policy to get all supplies from "Supply Headquarters". Quick deliveries, through any "Y and E" Branch or Traveler, or from the Home Office.
Write today for Shannon Catalog.
YAWMAN AND ERBE MFG. CO.
ROCHESTER, NEW YORK
Branch Offices in New York, Newark, Boston, Philadelphia, Washington, Chicago, Kansas City, Cleveland, Buffalo, Pittsburgh, Springfield, Mass., San Francisco, Los Angeles and Oakland. In Canada, The Office Specialty Mfg. Co., Ltd., Toronto and Newmarket.
"Leaders of the World" in Filing Devices and Office Systems—Wood and Steel.
MISCELLANEOUS FILING SYSTEM SUPPLIES

"Carbons that endure"

"Ribbons that last"

"Records Time Cannot Erase"

MAKE MORE MONEY

by selling

Neidich Process Carbons and Ribbons

You will find they will help you keep down your costs and increase your sales, and a steady growth in your profits will be evident.

By their Quality—you can win more customers, perfectly satisfying all their requirements. Permanent, satisfied customers are the security of your business, and the high character of our line is your best insurance against losing their trade.

Their Prices—reduce your costs at once—increase your profit on every sale. You can sell more and defeat close competition at a profit.

By our Service—the "life" of your business depends on it, we realize. You are assured individual service you can rely upon always. Your interests are protected by our unqualified guarantee of uniform, satisfactory quality.

Write for samples and prices Today. Tear off the coupon Now for a reminder. Use it to save time.

NEIDICH PROCESS CO.

BURLINGTON, N. J.

The Most Up-to-date Carbon and Ribbon Factory in the World

MAIL COUPON TO-DAY

NEIDICH PROCESS COMPANY,
Burlington, N. J.

Send us samples and quote prices on your carbons and ribbons. Also please match attached sheet of our most popular carbon.

Name.....

Address.....

.....

Takes Issue With Dr. Fuld.

Writer Sends Reply to Dr. Fuld's Article on "The Selection of Stenographers."

A recent issue of Office Appliances contained an article on "The Selection of Stenographers" by Leonard Felix Fuld, Ph. D. A correspondent of Office Appliances objects to some of Dr. Fuld's statements and has written us an interesting letter, the principal parts of which we publish herewith.

"The writer of the article on "The Selection of Stenographers" is not a stenographer, nor am I, so in that regard we are on an equal footing. So much stuff appears in trade papers about what the "help" should do, should be, etc., that many of us who belong to the great army of the help get a little tired. I grant that if any person could be found to check up a perfect score on the printed chart referred to he or she would be a little wonder and perhaps not worth a continental. There is a good bit of right thinking in the Ph. D.'s writing, but he seems to have omitted a card form on the man who hires the help, that would tell what he should or should not be to lend a degree of the efficiency desired.

"I would like to ask the Doctor what degree of inefficiency is promoted by the man who hires the help; if he suffers or has suffered any or all of the diseases named. What is his attendance? When is he most efficient? What are his forms of exercise? What does he do outside of his work? Then there are the miscellaneous health data which employés would like to know, such as: Does he drink, chew tobacco, smoke, swear, wear clean linen, come in late, leave early, etc. Does he rush his stenographer to enable him to go to the ball game? Does his office have good light? Are the windows clean? Will the shades work? Is there good water to drink? Does his office have clean towels? Is it warm in winter and reasonably cool in summer? Is the office furniture good and the typewriter in the proper condition? Does he go out to the corner bar and keep his stenographer waiting way past leaving time for him to sign his mail? Are his filing devices right and does he give enough time to do work properly, because it does take some time to do things and some do work faster than others?

"The head in the big revolving chair may dictate haltingly and with only a suspicion of grammar, but perhaps thinks he is just the right thing and never gives the stenographer credit for the unsuspected work she does to prevent him from making himself ridiculous. What is the attitude of the employer toward his girl helpers? Let employés have a little light on these things. Let us know that those who hire the help are themselves not only efficient but decent."

Parcel Post Arrangement with Argentina.

A parcel post convention has been concluded between the United States and Argentina and took effect October 15, 1915. Parcel post packages for Argentina will be admitted to the mails for said country made up in and dispatched from this country. Parcel post packages exchanged between the United States and Argentina must not weigh more than 11 pounds (or 5 kilos) nor measure more than 3½ feet in length and 6 feet in length and girth combined. Postage must be paid in full at the following rates, viz: In the United States on parcels for Argentina, 12 cents for each pound or fraction of a pound, and in Argentina on parcels for the United States, 30 centavos per kilo or fraction of a kilo. Parcel post packages for Argentina can not be registered. The parcel post regulations on pages 113 to 117 of the Postal Guide for July, 1915, apply to parcel post packages for or from Argentina.

Maximum Protection at Minimum Cost in

SECURITY OFFICE SAFES

EASY TO SELL **GOOD PROFITS**

Security Office Safes are being used by the United States Government for the fourth consecutive year. This is only one of fifteen Security Dealer Lines. Ask us about them.

The light weight and high fire-proof efficiency, together with low costs, make them particularly attractive for exporting.

FIRE-PROOF FURNITURE & CONSTRUCTION CO.

Miamisburg, Ohio **25 West 45th St., New York**

REMANUFACTURED TYPEWRITER

Economy is the Key

to modern business success. Those who are eminently successful have learned to judge an article on the basis of service rendered in proportion to money invested.

In your community there are many users and prospective users of typewriters. To such there is an exceptional appeal in

RAMER REMANUFACTURED TYPEWRITERS

In quality they are the closest possible approach to new machines and there is a substantial saving in the price.

No machine leaves our factory until it has gone thru an actual remanufacturing process. It is taken apart to the last piece and then remanufactured with the substitution of new material for any that is even slightly worn. The appearance is such that it is impossible to distinguish RAMER machines from new ones.

If you are not in a position to supply the demand for *good* typewriters at moderate cost, drop us a line and we will point you to a source of profit.

WHOLESALE TYPEWRITER CO.

314-316 Broadway
New York, N. Y.

151A-153A Euston Road
London, W. C., England

Forty Years Among Stationers.

E. E. Huber, of the house of Eberhard Faber, recently completed forty years of service, and on the anniversary of that occasion he received the following tribute from a committee of his associates in the Faber organization. This committee was made up of Clarence Fleming, W. E. Edgerley, J. N. Turner and F. Byers.

To Mr. Edward E. Huber, General Manager.

The completion of forty years of service with one house is in itself a notable accomplishment. When those years have been replete with constructive activities, a fortieth anniversary is an event of unusual importance.

We, your associates, department heads and salesmen, congratulate you heartily upon your arrival at this milestone of your business career.

We delight in the honors with which these years have been crowned.

The recognition of your worth and the appreciation of the sound judgment, ripened by this nearly half century application to business problems, concerns us intimately.

That this event might in an appropriate manner be celebrated and our felicitations assume a tangible form, we would ask your presence as guest of honor at a dinner on the evening of December 11.

This date we have selected to accommodate the sales force, the older members of which will participate.

Edward E. Huber.

We trust it will be entirely convenient for you.

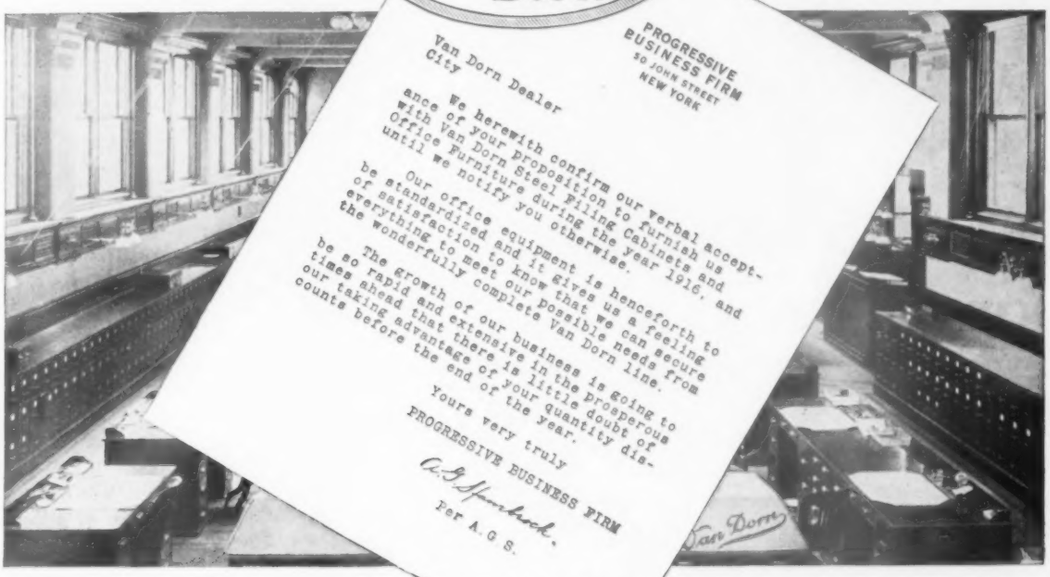
Geyer's Stationer for November 25 relates that Mr. Huber's entire business life has been spent in the stationery field, his first association having been with Koch, Sons & Co., predecessors of W. C. Horn, Bro. & Co. That was in 1871, and Mr. Huber's advancement with this firm was so rapid that when he left them four years later he was bookkeeper for the firm. He resigned this position in 1875 to become cashier for Eberhard Faber, then located at 133 William street, New York City. Thus Mr. Huber has the unique distinction of having held but two "jobs" in his life.

In April, 1879, shortly after the death of the elder Eberhard Faber, Mr. Huber was made manager of the concern. In 1898, when the manufacturing end of the business was incorporated under the style Eberhard Faber Pencil Company, he was made secretary and director. For several years Mr. Huber has been general manager of all the Faber interests. In addition to his duties with the pencil company he is assistant treasurer of the Eberhard Faber Rubber Company of Newark, N. J. In point of service Mr. Huber is the oldest member of the Faber staff.

He was born July 14, 1855, at Newark, N. J., and was educated in a private school of that city and in business college, from which he was graduated prior to entering business. Mr. Huber has always been active in civic and social matters, and is prominent in several leading organizations. He was for some time treasurer of the Staten Island Athletic Club. He has been governor and sec-

Van Dorn Steel

The U. S. Mail Box in front of your store carries the Van Dorn name



In Booming Times "Standardize" Office Equipment

The far-seeing officials of business houses, who are keeping their feet on the ground in this period of commercial activity, have set down the one order "Standardize." Knowing that they must keep constantly adding to their filing equipment, they are taking the wise precaution to see that it will be absolutely uniform—not a miscellaneous assortment of odd pieces at the end of the year. They are just as convinced that the only steel equipment for them is the one that is perfectly standardized, as they are that steel equipment, with its greater security and serviceability, is the only positive way to efficient office management.

Van Dorn dealers will be ready to take advantage of the increase in business and of the standardization policy. The 1916 line of Van Dorn Steel is by far the most comprehensive line ever offered. It is complete from beginning to end of Office Filing Equipment, Filing Supplies and Furniture. With this line back of him, the dealer can standardize his customers and assure himself of steady profitable business this year and the years to come.

To standardize with Van Dorn Steel means that a business house can add to its office equipment at any time and every piece will match with the others in finish, size and style. A new filing cabinet stacks up against an old one, and you cannot tell the difference. The drawers interchange one with the other, and run smoothly without effort.

To standardize with Van Dorn Steel means that a business house never has to go to another line when it needs a particular piece of Office Equipment. Whether it be desk, counter-height case, safe, chair, wastebasket, tray or sectional bookcase, they will find it in the Van Dorn line and in stock ready to deliver. Even the lockers and shelving for their store room will match with the office furniture.

How dealers throughout the country have profited by standardizing big buyers, how greater returns are in store for dealers this year, are things we want to show you with proofs in black and white. Van Dorn Steel offers you a wonderful opportunity — in the breadth of its line — in the reputation of its makers, the great Van Dorn organization, known the world over for the sterling character of its product.

This catalog shows the completeness of the 1916 line of Van Dorn Steel Filing Equipment, Office Furniture and Filing Supplies.

Prosperity is at hand for those who grasp their opportunities. There is an opportunity for you in our interesting dealer proposition. The coupon or a letter will bring you full details and a catalog just issued which exhibits the completeness and superiority and the sales possibilities of Van Dorn Steel.

The Metallic Furniture Department

THE VAN DORN IRON WORKS CO.

2679 E. 79th, CLEVELAND, O. Agencies in all Principal Cities

We are looking for District Managers who have had experience in the metal equipment field. It offers unusual possibilities to those who can qualify. If you are big enough for the position, get in touch with us.

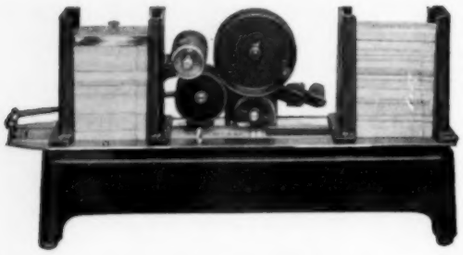
The Van Dorn Iron Works Co.
Cleveland, O.

We shall be interested in receiving your dealer proposition for Van Dorn Steel.

Kindly send us your new catalog.

Name .....

Address .....



This $35 Machine on Free Trial

Test this machine in your own office—in your every-day work. See the advantages in economy, convenience, and quick, accurate work it will give you in your business.

If you have a mailing list—large or small—the Elliott Addressing Machine means a saving to you. It will address lists of any kind—save you money or time in a dozen ways. Use it on your monthly statements, pay envelopes, dividend notices, return cards, etc.

ELLIOTT ADDRESSING MACHINES

Large and small business houses, in practically every line of business are using Elliotts. We can give you names of users in your section, if desired, and you can learn of Elliott economy and other advantages at first hand.

The $35 model addresses 1500 names per hour—we have other sizes of 3000 to 4000 addresses an hour. All are *simple in construction, durable* and *easily operated.*

This machine is a *first aid* for increasing sales through direct by mail advertising. We shall be glad to send you our book "Direct by Mail Advertising" which is written by one who has sold thousands of dollars' worth of goods by this method. It is sent free to sales and advertising managers, or other officers, upon request on your business stationery—or the book will be sent to anyone upon receipt of fifty cents. It is 56 pages, 5¼x7½ inches in size. Write for your copy.

FREE trial offer

Take advantage of our offer to send a machine to your office for a free trial. *Write today,* mention size of mailing list and number of times per year you wish to address it.

The Elliott Co.,

145 Albany St., Cambridge, Mass.

retary of the Arkwright Club of New York, and from 1897 to 1911 was treasurer of the New York Credit Men's Association, to which he was elected a life member for services rendered.

In 1904 Mr. Huber removed from New York City and took up his residence at Pelham, N. Y., where he was elected president of the Board of Fire Commissioners of the town of Pelham, then trustee for one term and president of Pelham, which latter office he held for three years. He is first vice-president and a director of the Greenpoint National Bank, and is chairman of the finance committee of that institution. He is active and enthusiastic in organization work in the stationery field, and has been honored both by local association and the national organization, having been elected second vice-president of the Stationers' Association of New York, and first vice-president of the National Association. Mr. Huber was for thirteen years secretary and treasurer of the Rubber Industries Manufacturers' Association. He is now an executive member of that division of the Rubber Club of America, which absorbed the first named association. He is a member of the Manufacturers' Association of New York and the Borough of Brooklyn, and of the New York Athletic Club.

Mr. Huber is a man of very attractive personality, well read, intelligent and traveled. Mrs. Huber, who was Miss Olive M. Giles of Brooklyn, is his constant companion on all his journeys. We take pleasure in echoing the good old wish to Mr. and Mrs. Huber—"We hope you live to be a hundred and then a few years more."

Eberhard Faber Window Displays.

The Eberhard Faber Pencil Company, whose factory is at Greenpoint, Brooklyn, has favored its friends with a remarkable piece of printed matter showing half-tone reproductions of pictures of fine pencil window displays made by customers of the Faber Company and entered in the window display contest conducted by the Rice Leaders of the World Association, of which the Eberhard Faber Company is a member. Pencil window displays by several leading stationers are shown. The Lowman & Hanford Company of Seattle, Wash., won the $100 prize in this division. The Schramm-Johnson Company, druggists of Salt Lake City, Utah, received the second prize of $50, and the Virginia Stationery Company of Richmond, Va., and the J. K. Gill Company of Portland, Ore., were awarded prizes of $25 each. Ten dollar prizes were won by Davis & Banister, Worcester, Mass.; Harris Brothers Company, Havana, Cuba; William B. Burford, Indianapolis, Ind.; Karl Kniep, Newark, N. J.; the Pound & Moore Company, Charlotte, N. C.; R. P. Andrews Paper Company, Washington, D. C., and the Collender, McAslan & Troup Company of Providence, R. I. Other stationers whose window displays took high rank in the contest are S. D. Childs & Co., Chicago, Ill.; A. S. Burbank, Plymouth, Mass.; Grover Brothers, Newark, N. J.; F. P. Burnap Stationery & Printing Company, Kansas City, Mo.; Smith & Thompson, New York, N. Y.; F. A. O. Schwarz, New York, N. Y.; Tower Brothers Stationery Company, New York, N. Y.; The Miller Stationery Company, Dayton, O., and the Stoll Blank Book & Stationery Company, Trenton, N. J.

First to Pay National Association Dues.

The first man to pay his 1916 dues to the National Association was Henry S. Hutchinson of New Bedford, Mass., whose check was received in Monday morning's mail (January 3), bills having been sent out on December 31.

STRENGTH — — SERVICE

MEILINK
PROTECT YOUR VALUABLES

When the order has been signed, goods delivered and money collected,—then *satisfaction* is up to the Equipment.

It is up to the SERVICE the Manufacturer has built into his product.

To render lasting SERVICE there must be unfailing STRENGTH in construction

STRENGTH for SERVICE is the first principle in the Meilink Lines. Then come the other qualities in efficiency, economy, appearance and last of all, the price Quality, from raw materials to beautifully finished product, at prices to compete, makes easy sales, good profits and satisfied users.

FILING SAFES

STEEL FILING CABINETS

BUSINESS SAFES

HOME SAFES

SECURITY BOXES

The Meilink Stock Lines are complete. You miss no chances of sale on stock equipment.

Light weight Filing Safes—real protection—and the Filing Cabinet Sections to equip them.

Steel Filing Cabinets, a complete line, and Safes when wanted, in which they fit

A complete line of **Standard Safes** for business use.

A complete line of **Safes** for **Small** offices and homes.

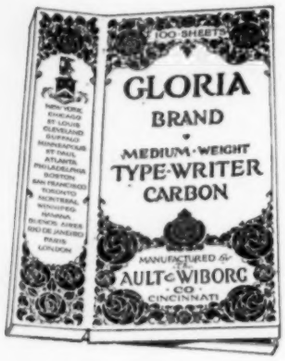
Security Boxes, a special line of high-class Boxes exclusive in their quality and finish.

DEALERS no broader, more liberal selling policy has ever been offered you. We still have valuable agencies open. Write for our complete proposition.

SALESMEN High class men who know the business and can produce results, will find our District Representatives' proposition worth while. This is an opportunity for men looking for a greater earning power. If you mean business, write today giving references and experience.

IT PAYS TO INVESTIGATE

The Meilink Manufacturing Co., Toledo, Ohio, U.S.A.



A New Carbon in a new package

Gloria Brand Carbon Paper is manufactured for your discriminating trade—its appearance suggests good quality, and experience backs up the primary impression. Its production is carefully supervised with the result that it gives unvarying good service. It is manufactured in light, medium, and standard weights.

Carbon of such excellent quality and appearance deserves the careful packing methods we employ. Each box contains four folders of twenty five sheets. The boxes are tastefully decorated and sealed up in transparent paper, secure from moisture and dirt. This latest feature is in line with the plan which has proved so successful in handling food products and, lately, in filing supplies.

DEALERS Sell this carbon to the particular people in your locality,—it is a distinct advance in carbon paper manufacture and you will find that it satisfies.

Sample boxes are being distributed among responsible dealers. Write for yours today.

The Ault & Wiborg Co.
MANUFACTURERS
Factory—Cincinnati, Ohio
Branch Houses in the Principal Cities

Dixon Dealer Assortment.

We show above an interesting Dixon display case filled with a stock of Dixon's Eldorado pencils. This little dis-

play case is declared to be a winner and is a useful adjunct to the commercial stationery store.

Safe-Cabinet Exhibits Award of Merit.

Below is a likeness of the handsome silken banner on which the Safe-Cabinet Company of Marietta, Ohio, exhibits the official award ribbon and gold medal presented

to them at the Panama-Pacific International Exposition. This banner is a beautiful thing, of which the company is extremely proud.

Oscar Reif, a salesman for the B. E. Calkins Company, Butte, Mont., died November 3 as a result of an attack of bronchial pneumonia. Mr. Reif had been with the Calkins company for sixteen years. He was a member of the United Commercial Travelers and had scores of warm personal friends. Mr. Reif leaves surviving his mother, one brother residing in Spokane, a sister who resides in Michigan, and another sister in Chicago.

THE Dalton Adding Machine easily maintains its speed supremacy even when operated by the old style "sight" method. But speed, after all, is only relative, and the Dalton's lead is but a matter of per cent. There is a field, however, in which percentages cannot apply—where there *is* no "second best." In this field the Dalton is a pioneer, having blazed out and preempted a domain of its own where competition cannot follow.

The small, compact keyboard of the Dalton enables the operator to learn the location of the keys so perfectly that it soon becomes unnecessary to look at them at all, the eyes thus never having to look away from the list of figures being copied. This is the famous

TOUCH OPERATION

The practical value of touch operation of the adding machine cannot be easily exaggerated.

Touch Operation increases the speed of an adding machine from 25 to 80%, depending upon the particular kind of work in hand.

Touch Operation decreases the liability to commit error by depressing the wrong key even in greater proportion than the figures just stated.

Touch Operation permits of long continued work at top speed without that severe nervous strain invariably experienced by "sight" operators under such conditions.

Touch Operation entirely eliminates eye-strain caused by the ceaseless turning from copy to keyboard and focusing of the eyes on different colored objects at unequal distances thousands and thousands of times each day.

Touch Operation converts drudgery into pleasant routine, gives the operator a sense of mastery over the dreary humdrum of figure work and leaves him with increased time to devote to the bigger things with which he comes in daily contact.

It is easy to learn Touch Operation. We can bring a Dalton to your office and in a few minutes teach your own operators how to use the Touch Method. Let us show you. Send for booklet on Touch Operation TODAY.

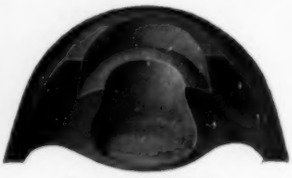
THE DALTON ADDING MACHINE COMPANY

Norwood, Cincinnati, Ohio, U. S. A.

Typewriter Supply Men and Repairmen

There are several reasons why *you* are logically the man to handle and make a large margin of profit on

AZORA AIR CUSHIONS



Patent Applied For

In the many offices that you visit daily every typewriter that is not already equipped with Azora Air Cushions represents a prospective sale.

You can attach Azoras in a few seconds, while asking the customer whether he has ever used them. The beneficial effect is so immediately evident that the rest is simple.

Azora Air Cushions are built on the same successful principle as the automobile tire, a combination of air chamber and rubber—of the greatest resiliency.

Azora Air Cushions would work in with your business excellently. We'll be glad to tell you more about their sales possibilities—their nerve-saving, typewriter-saving, sanitary features.

Let us hear from you today.

AZORA RUBBER COMPANY

Manufacturers

1945 South 54th Ave., CICERO, ILL.

Sole Agents for India:
PADAM GODREZ & CO., 291 Hornby Road, Bombay.

LOOSE LEAF MEMOS

are built on new and correct lines, permitting the greatest compactness, beauty, strength and simplicity.

Made in several bindings; low, medium and the highest grades, including our patented one-piece "KUT FLUSH" binding.

The metal of which the rings are made is oval and solid.

Pictures of metal parts shown are actual size. Note the compactness and beauty.

Trussell Mfg. Co.

10 N. Cherry St., Poughkeepsie, N. Y.—Branch, 106-108 Fulton St., N. Y. C.

Two Men Prominent in Art Metal.

We take pleasure in introducing to the Office Appliances family, Messrs. Raymond G. Bullock and J. D. Rogers,

Raymond G. Bullock, New Chief Engineer, Art Metal Construction Company.

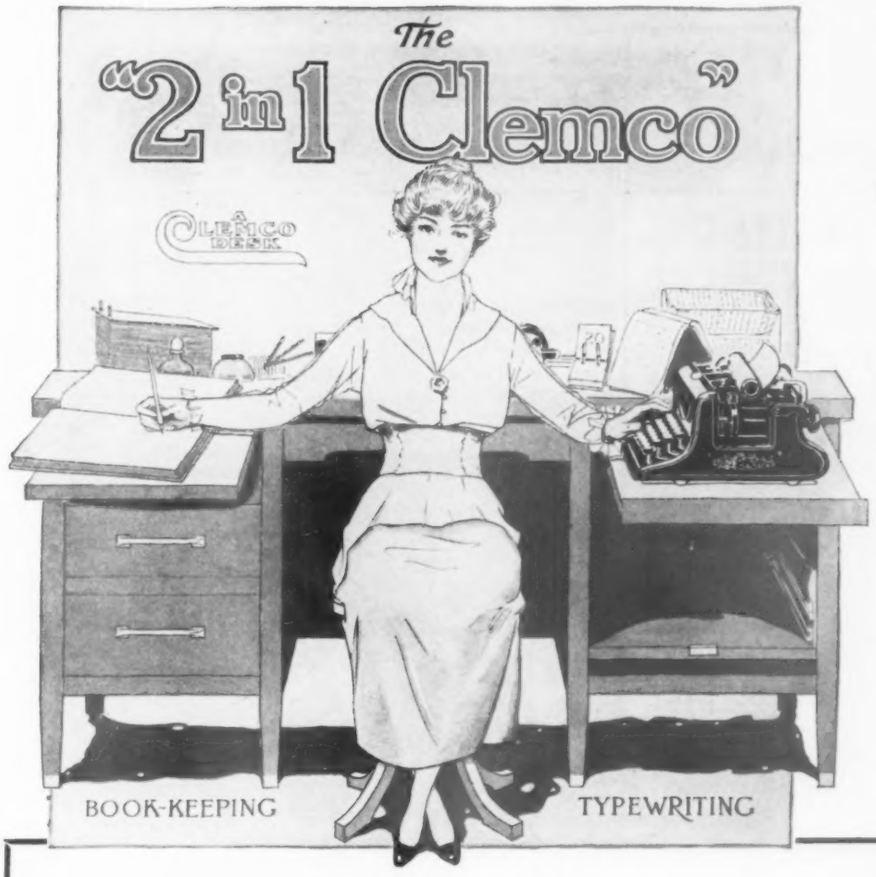
both prominent in the affairs of the Art Metal Construction Company of Jamestown, N. Y. Mr. Bullock is the new chief engineer of the company, a man of great experience in his own particular line of work. Mr. Rogers

J. D. Rogers, Cleveland Manager, Art Metal Construction Company.

is a salesman of ability and experience, and is now the manager of the Art Metal Construction Company's office at Cleveland, Ohio.

Sherick Loose Leaf Catalogue.

Harry C. Sherick, manufacturer of loose leaf devices, Cincinnati, O., calls attention to a very complete line of high grade loose leaf devices in price list number five, which contains about forty-four pages and includes many illustrated descriptions of the members of Sherick line. The catalogue shows ledgers, binders, minute books, sheet holders, price books, screw posts, note books, and supplies, including sheets, subdivided stock lists, sectional parts, etc.



An Assurance of Complete Service

A regular flat top desk and a typewriter desk in one, combining the advantages of both.

Besides the unbroken writing bed and the pedestal arrangement for the typewriter, one of the most important features of the "2 in 1 CLEMCO" is

The CLEMCO Ball Bearing All Steel Mechanism

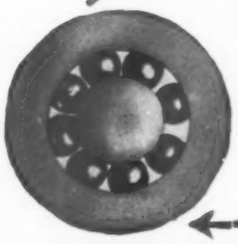
the most efficient device made for the purpose. Ball Bearings eliminate friction and by taking the weight of the typewriter platform and machine, make operation so light that a slight pull is sufficient to bring the machine into position for writing. Little effort is required to put it away in the desk.

Patented Sept. 21, 1909; August 13, 1912; November 24, 1914; others pending.

Foreign Trade Solicited

The "2 in 1 CLEMCO" offers great possibilities to the office equipment dealer in foreign countries. It is unexcelled as a typewriter desk and is one that can be relied upon to be exactly as represented. It is handsome in appearance and convenient in use. Nothing on the desk need be disturbed when typewriter is brought from pedestal and used.

Our new catalogue, containing new numbers, ready for distribution February 1st. Send for it.



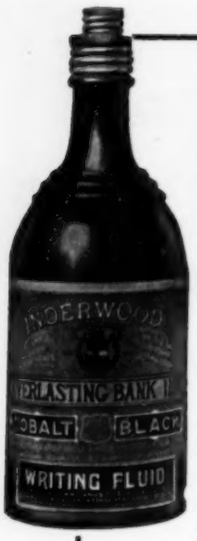
A CLEMCO DESK
THE CLEMETSEN CO
CHICAGO, U.S.A.

Reg. U. S. Pat. Off.

THE CLEMETSEN COMPANY
2608 Flournoy St. CHICAGO, ILL.

Pacific Coast Office: 674 Mission St., San Francisco, Cal.
F. W. BULLOCK in charge.

← ACTUAL SIZE OF CLEMCO BALL BEARING WHEEL



Underwood's

EVERLASTING BANK INK

A Quality Product

for

PERMANENT RECORDS

"Lasts as long as the paper"

Put up in handsome attractive style. Quarts and Pints furnished with improved aluminum pour-outs. A great convenience to the user.

John Underwood & Co.

62 PARK PLACE :: NEW YORK

Branch Offices:

BOSTON TORONTO LONDON PARIS VIENNA

YOUR INVESTMENT

in the stock which you carry should be judged by the same standards and surrounded by the same safeguards as any other investment. Especially is this true of your supply business which involves return orders and is among the most dependable of your assets. Because we recognize this we are manufacturing

World and Tuxedo

Brands of

Ribbons and Carbon Papers

for dealers who, like you, refuse to take any chances with their customers, and who understand that it pays to consider quality. Satisfactory results are what the customer in ribbons and carbons demands, and failing of these his business goes over to a competitor. It pays to invest in the best.

We'll send samples and terms to prove it if you'll write us on your letterhead.

International Carbon Paper Co.

206 Broadway **17 Quincy St.**
New York, N.Y. **Chicago, Ill.**

A Carter's Conference.

Richard B. Carter, president; Charles B. Gordon, general manager, and Fletcher W. Taft, advertising manager, were present at the recent conference of the Carter's Ink Company, held at the Congress hotel, Chicago. Sales and advertising plans for the coming year were thoroughly discussed during the three day session, and new ideas and suggestions for promoting Carter "Inx" and ribbons and carbons were introduced by members of the western sales force. An interesting illustrated lecture covering the various stages of making Carter "Inx" from source to finished product was given by Mr. Taft and, from all reports, was thoroughly enjoyed.

At the close of the conference a final dinner was held at the College Inn and then a theater party to "It Pays to Advertise" concluded the evening's entertainment.

"Protectograph Bulletin" Has Grown.

"The Protectograph Weekly Bulletin," issued by the sales department of the Todd Protectograph Company, and edited, we believe, by Advertising Manager Jack W. Speare, has grown into a good sized publication, with a wealth of timely articles, cuts and Protectograph information which speaks well indeed for the splendid co-operation of the boys on the firing line. The December number contains a wealth of matter of interest to the organization, including illustrated descriptions of some of the prizes offered salesmen during 1916. The big prize appears to be the Master Salesman Cup, a splendid silver affair with stag-horn handles.

New Telephone Signal System.

The Colorado Tire & Leather Company of Denver, Colo., have adopted a system of call bells to be used in conjunction with the telephone system. Distinctive signals have been allotted to certain persons, making it unnecessary for any person to answer the telephone excepting the one who may be called. If the person desired is not in the department where he is first called the operator will know this automatically without it being necessary for other persons to stop their work to acquaint her with this fact.

Art Metal Man Wins Promotion.

J. G. Henry, formerly of the Los Angeles branch of the Art Metal Construction Company of Jamestown, New York, has been promoted to the position of branch manager of the Kansas City branch of that company.

Mr. Henry has been connected with the company almost since its inception twenty-eight years ago and was for several years representative for the Art Metal people at Des Moines previous to his Los Angeles appointment.

Stow & Davis Equip Banks.

The Stow & Davis Furniture Company recently equipped the rooms of the president, vice-president, and cashier of the Old National Bank at Grand Rapids, Mich., with some of their fine furniture. The company also recently shipped some elegant pieces of furniture to the Bridgeport Trust Company of Bridgeport, Conn. This set was done in the style of the Adam period.

J. S. Waddell Becomes a Benedict.

Friends of S. J. Waddell of the L. E. Waterman Company's sales force, are congratulating him upon his marriage. He was married about the middle of December to Miss Chance of San Antonio, Texas.

$110,000.00 Fire at Madison, Wis.

Sweeps the entire plant of the FRENCH BATTERY & CARBON CO. out of existence

but—

they had prepared for disaster, their business foresight prompted them, *before the fire*, to protect their records—the foundation of their business—against the ravages of a conflagration.

They had placed a value on their records, early in their business career, and yet, no insurance company would insure them. They filed them in

THE SAFE-CABINET

Here's a reprint of the telegram we received immediately after The Safe-Cabinet was opened after the fire:

WESTERN UNION
DAY LETTER

Madison, Wis., Dec. 3, 1915.

Safe-Cabinet Co., Marietta, Ohio:

We have just opened our big 33 Safe-Cabinet after the fire which completely destroyed our plant and find all valuable records in perfect condition. This is our first happy moment since the alarm was sounded. We congratulate you on the merit of your product. We appreciate the service of your Milwaukee and Chicago representatives.

FRENCH BATTERY & CARBON CO.
By J. B. Ramsey, Mgr.

Don't you wish, Mr. Dealer, that you were representing The Safe-Cabinet? You'd be selling service—an insurance no one can buy from an insurance company.

Help your customers prepare for the safety of their records—fire plays no favorites.

"Written in Letters of Fire" is the book you ought to get today. See how THE SAFE-CABINET goes through fire, and wins.

Write for our dealers' proposition.

THE SAFE-CABINET COMPANY

Originators and Sole Manufacturers of

THE SAFE-CABINET

Department J 1 **MARIETTA, OHIO**

Foreign Sales Department, No. 32 Broadway, New York City

Correspondence in all languages

Upright Sectional Four Drawer Letter File.

OMECO Steel F

OUR reputation as builders of Steel Furniture of excellent quality is unquestioned. Our prices are low and our new discounts to dealers net a good profit. Our line of Wide and Small Horizontal Filing Sections is now ready for shipment. This, added to the excellent line of Upright Sections with removable ends, Four Drawer Vertical Letter Files with finished ends complete, Desks, Tables, Card Index Card Files, Transfer Boxes, and, in fact, practically everything necessary to completely furnish an office, places our agencies in position to meet every probable want of their customers.

Our Upright Sectional Line, which is built with removable ends, one pair of ends serving for any number of sections in a group, comprises Vertical Letter Files, Cap Size Files, Card Indexes, Document Files, Cupboard Sections, etc. These Sections are made to lock together in a simple and secure manner.

OMECO Sections will appeal to you because they are distinctive in appearance and strong in construction. Solid bronze hardware of unique finish is used.

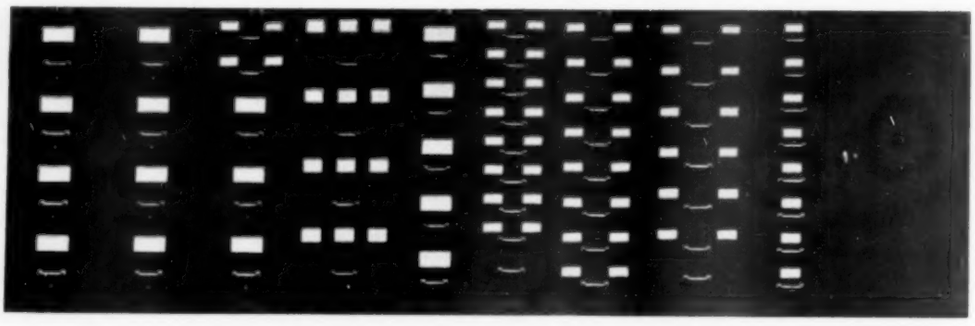
More Money For You—Se

THERE is no longer any doubt about the demand in all sections for steel filing cabinets. This demand has come to stay and is rapidly growing. The up-to-date dealer recognizes that he must handle steel furniture to meet the wants of his patrons, but realizes that 'any old kind" will not do. He must have the agency for a line which will assist in building up permanent patronage and increased profits and business prestige.

The OMECO Line meets the most exacting requirements as to quality and at a moderate price.

This year, on account of prosperous conditions, the demand for Steel Furniture will be larger than ever before. Are you prepared to get your share of the business which will originate in your Section? It will pay you to investigate our proposition.

Send to-day for catalogue and agency conditions.



Group of Upright Sections Using One Pair of Ends.

The O. M. Edwards Co

PLUM AND SOLAR STREETS

Filing Sections

Stack of Small Sections

Our Wide and Small Horizontal Sections intermember perfectly. Our new method of locking the Sections together makes a stack as solid as if the sections were originally built into one cabinet. The Small and Wide Sections are made in uniform widths, 16-½″ and 33″ respectively. Both types are made in two depths, 17″ and 25″.

This Line has new and unique features, such as a stack lock locking all sections in a stack, it being possible to place the lock either at the top or bottom of the stack or between any sections. If desired a portion of the units in the stack may be operated by one lock and the balance by a different lock placed in another position. The advantage of this in some offices is obvious.

All Card Index, Check or Box Drawers are equipped with roller suspension and the drawers which carry heavy loads, such as Vertical Letter Files, have Edwards Ball Bearing Roller Suspension. Both of these Suspensions are the best for their respective purposes, strong and easy rolling. Our Patented Positive Lock Compressor, which has met with such favor in our Upright Sections, is used in the Card Indexes and Vertical Files.

Selling This Line

Typical Stack of Wide Sections.

We design and build to order special Filing Cabinets, Desks, etc., to meet any peculiar requirements, bank, library or public building equipment, built to order from the Architect's or our own designs.

Low Priced Four Drawer Vertical Letter File.

Company, Incorporated

SYRACUSE, NEW YORK, U. S. A.

DODGE

DURABUL

TRADE MARK

RIBBONS

Are you a "Dodge" user? If not write us and we will give you proof that you should be.

REPUBLIC-DODGE

Douglas St. and Third Ave., BROOKLYN, N. Y.

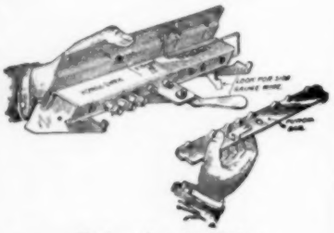
The "B&P" Universal Punch Press SIX IN ONE

The Universal Punch

is a practical, simple and strong punch for office use, and one that the office boy can operate quickly and without fear of breaking.

There are three Standard Gauges of 3/16" Post Binders and three Standard Gauges of Prong Binders.

It Punches Them All



$1.75

Notice the simplicity
This Shows Method of Adjustment

BOORUM & PEASE
Loose Leaf Book Co.

MAKERS OF
"Standard" and "S. & T." LOOSE LEAF DEVICES

MAIN OFFICE: 109-111 Leonard Street, New York
FACTORIES: Brooklyn, N. Y.—St. Louis, Mo.

Acknowledgments to the Saunders.

A member of the staff of Office Appliances visited Kansas City not long ago and had the extreme pleasure of spending the afternoon with the heads of the Sealograph Company, B. G. Saunders, Sr., and B. G. Saunders, Jr., who favored the Office Appliances man, his wife and daughter with an automobile ride about the beautiful drives and environs of Kansas City. Near the close of our drive we were taken around to the Sealograph factory, where Mr. Saunders, Jr., showed the Office Appliances man some of the ingenious machinery which is used in the manufacture of these widely known sealing devices. The Sealograph Company has installed an electric welding machine which Mr. Saunders believes is the last word in usefulness. It will instantly weld two pieces of steel together, making the joint stronger than the original steel itself.

Office Appliances takes this opportunity of extending cordial thanks to Saunders, Sr., and Saunders, Jr., for their courtesy and hospitality.

New Chicago Representative for Melton-Rhodes.

The Melton-Rhodes Company, manufacturers of filing devices, whose factories are at Greensboro, N. C., and whose main offices are at Washington, D. C., is pushing

E. J. Black, Middle-Western Branch Representative of the Melton-Rhodes Company.

its lines energetically in Chicago and other large cities, as well as in the field generally. They have recently appointed E. J. Black as the representative of the company in the western territory, with an office at 607 Marquette building, 140 South Dearborn street, Chicago. Mr. Black was formerly general sales manager of another concern in the field and has spent several years with the Melton-Rhodes Company in the East. He is an experienced man in the field of modern office equipment and for a number of years has been connected with the distribution of office furniture and filing devices. We take pleasure in presenting in this column a likeness of Mr. Black.

RING BOOKS LEDGERS CATALOG COVERS SHEET HOLDERS ALBUMS

Special Covers and Leaves of Every Description

CELEBRATED BADGER ALBUMS

EVERYTHING LOOSE LEAF

COUNTER DISPLAY 12 x 18

The Above, Beautifully Reproduced in Four Colors, is One of Our Selling Helps for the Dealer

PRICE CARDS SHIELD PLAIN, 5 x 7

MILWAUKEE, WIS. THE HEINN COMPANY WALKERVILLE, ONT.

You and Your Customers

WILL BE SATISFIED

WITH Goes BLANKS

FOR

· STOCK CERTIFICATES · BONDS · DIPLOMAS · BANK FOLDERS ·
TYPEWRITER RIBBON AND CARBON PAPER COUPONS

A NEW LINE CHECK BLANKS NOW READY

LITHOGRAPHED CALENDAR PADS

165 STYLES AND 3 DAILY DATE PADS FOR 1916

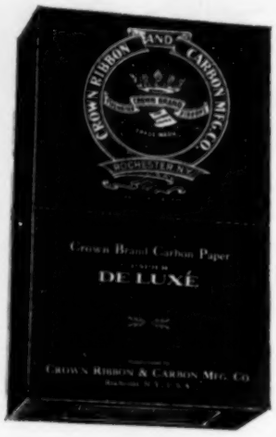
A Corporation Record Book THAT
CAN BE USED THRUOUT THE UNITED STATES AND CANADA

GOES LITHOGRAPHING CO. CHICAGO
42-48 WEST 61ST STREET

- SINCE 1879 -

A Brand New Carbon Paper For Your High-Class Trade

It surely means much to you to be able to offer your discriminating customers a *guaranteed* carbon paper—one which is bound to give satisfaction because it is manufactured with quality and service as the prime considerations. Such a carbon paper is now available to dealers in



Crown Brand Papier De Luxe

The materials used in the manufacture of CROWN BRAND PAPIER DE LUXE are of the best possible quality regardless of cost, and you may sell it with the distinct understanding that it must meet every reasonable requirement or it may be returned. The package is attractive in appearance and also insures perfect protection and preservation of the contents.

Write for samples of CROWN BRAND PAPIER DE LUXE. It will leave no doubt in the minds of your customers that they are getting their "money's worth."

Crown Ribbon & Carbon Mfg. Co.
Rochester, N. Y.

BRANCH OFFICES: 206 Broadway, New York, N. Y.
542 S. Dearborn St., Chicago, Ill.
Century Bldg., St. Louis, Mo.
1529 Williamson Bldg., Cleveland, Ohio

Crane Ladies' Stationery

Sold by all Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the following Styles and Qualities:

SUPERFINE QUALITY. In Light Blue Boxes, containing ¼ ream of Note paper each, and in separate boxes ⅜ thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY. In Lavender Colored Boxes, containing ¼ ream of Extra Fine Paper each: in like Boxes are Envelopes to match.

Our papers are supplied in Bordered Goods and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

This Trade Mark every box

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Z. & W. M. CRANE DALTON, MASS.

Irving-Pitt Mfg. Co. Hold Convention of Salesmen.

One of the features of the Irving-Pitt Manufacturing Company's sales convention, which opened December 27 at the general offices in Kansas City, was the presence of "Uncle" George Olney, who is eighty-four years young. Nearly every one in the stationery trade knows Uncle George and it is not an exaggeration to state that the Irving-Pitt organization greeted him with a whoop.

The convention was the most successful that the company has ever held and those in attendance entered upon the various sessions with the greatest enthusiasm. The morning and afternoons were given over to business sessions, taking up various matters of interest to salesmen and the organization in general, while the evenings were devoted to entertainment features.

On Wednesday evening, the sales force tendered a dinner to the executives and heads of departments, and Harry Murdoch, the Chicago manager, presided as the "school marm." Uncle George was designated as the bad boy and lived up to his reputation in splendid shape.

On Thursday evening a vaudeville and fancy costume ball took place at Ararat Temple and Mr. Irving, Mr. Pitt and Mr. Severance added to the festivity as the three musketeers, while Uncle George ruled the assemblage as Old King Cole.

Besides Kansas City attendants the following members of the organization were present: Mr. and Mrs. Harry Murdoch, of Chicago; Mr. and Mrs. C. M. Farrell, of Philadelphia; Mr. and Mrs. Wm. Braden; Mr. and Mrs. R. B. Alderson, of New Orleans; Messrs. Roe, Shearman, Campbell and Rooney of New York; M. S. Dimmitt, of Cincinnati; P. C. Dolard, of Cleveland; H. S. Carley, of Boston, and the effervescent George Wolcott, from the Pacific Coast.

The men were all thoroughly enthusiastic as to the prospects for 1916, and felt certain that the coming months are going to prove extremely profitable to the stationers in their various territories.

San Francisco Pencil House Expands.

Levis Moore, who is well known to the trade of the east as the Met-O-Lite "Pencil King" has outgrown his old factory at 134 South Fourth street. The Met-O-Lite Pencil Company now occupies one-half of the second floor at 1615 Sansom street, and it is said that very soon it expects to have the entire second floor. The company has branched out into the general office supply business, and the new department will be operated as the Met-O-Lite Specialty Company. The company will be glad to receive catalogues and literature.

New Firm in Providence.

The Young, Leonard & Harrell Company, Providence, R. I., has recently been organized. The firm is composed of young men who were for some years associated with the firm of Blanchard, Young & Co. Charles Young, president and treasurer of the new house, is the son of the late Mr. Young, a former partner in the firm of Blanchard, Young & Co. Mr. Leonard was for eighteen years with Blanchard, Young & Co., while Mr. Harrall was associated with them for twelve years.

Printing and Stationery House Expands.

The H. J. Reuter Printing Company, which has occupied the building at 312-316 Olive street, St. Louis, Mo., has obtained the first floor and now occupies the entire building. George H. Kassen, formerly with the Buxton & Skinner Company, has entire charge of the firm's stationery store.

DEALERS AND AGENTS WANTED

TO SELL

The New Woodstock Visible Silent Typewriter

IN THE UNITED STATES AND FOREIGN COUNTRIES

STANDARD, in shape, weight, equipment and design. Has ball bearing carriage, two color ribbon device, 42 keys, and all other necessary conveniences.

TWENTY PER CENT LESS PARTS than any other standard machine, and has a greater percentage of hardened steel parts than any standard machine of simple construction.

Owing to quality and our new sales plan it sells with little effort.

Simple—Durable—Artistic—Efficient

Manufactured, Sold and Guaranteed by

Woodstock Typewriter Co., Woodstock, Ill.

RONEO "NO WATER" COPIER

SUPERSEDES the Screw Press because of its great speed and convenience.

SUPERSEDES the Carbon System because of its greater accuracy and smaller cost.

SUPERSEDES Rotary Water Copiers because of its cleaner work and greater speed.

NO WATER.
NO CARBON.
Hand or Electric Driven.
Copies 20 to 30 letters a minute.
Can be used with Letter Book or Vertical File.
One or several copies, as desired.
Copies delivered in compact *pad* form—not as loose sheets.
Copies are uniformly perfect and, no water being used, originals cannot be smudged or blurred.

RONEO COMPANY RONEO BUILDING 117-119 Leonard St. **NEW YORK**

Write us today

FiberstoK

Expanding Files

THE STANDARD OF QUALITY

Made to withstand the hardest usage and give years of satisfactory service.

We use the toughest of papers, reinforced with cloth at points of greatest wear; partitions are built into the files, extra stiff front and back—no open corners to collect dust.

Carried in stock in nine sizes; indexed A to Z; 1 to 31 or Jan. to Dec.

Special sizes, special indexing and special pockets supplied promptly at reasonable prices.

Catalogue 2-A lists the various sizes and the most complete line of flat and expanding envelopes, folders, file pockets, etc., ever made. Send for a copy now.

NATIONAL ENVELOPE CO., INC.
34 to 40 E. Allen Street, Philadelphia, Pa.

Insure Perfect Service

PINS

BANK PINS
CUSHION PINS
PYRAMID PINS

Your pin orders will receive careful and prompt attention. Satisfaction will be guaranteed if you send them to

CRESCENT BRASS & PIN CO.
DETROIT, MICHIGAN

Western Crown Carbon Branch Opened.

The Crown Ribbon and Carbon Manufacturing Company has opened a Chicago branch to take care of the trade in the surrounding territory. This means unexcelled service for the company's friends in the Middle West, for an ample stock of every item in the Crown line of ribbons and carbons is carried at the Chicago branch so that orders may be filled as promptly and satisfactorily from Chicago as from the company's factory in Rochester, N. Y. Something of the import of this may be gleaned from the fact that each Crown ribbon is intended particularly for some certain make of typewriter and for a certain touch. Thus it is that the company is confident that every ribbon which leaves its factory will do perfect work. And it has similar confidence in every sheet of its carbons.

The Chicago branch is located in the Pontiac building, 542 South Dearborn street, and is under the managership of Charles H. Wood, who for twenty years has been connected with the ribbon and carbon field both as a manufacturer and as district manager for important concerns in this line. Mr. Wood in point of years of service is one of the veterans in the ribbon and carbon field.

The Crown company is to be congratulated on the attractive appearance and arrangement of the Chicago branch. One is impressed with this fact, even before entering the office, by the illumined reproduction of the company's trade mark which greets one as he steps from the elevator. The first favorable impression is carried through the entire visit. The well-lighted, conveniently arranged accounting department, the spacious, orderly stock-room, the salesmen's office and conference room—are all laid out with a view to maximum efficiency. And "Charlie" Wood's whole-hearted handshake and pleasant "Good-bye, Drop in again soon" complete the impression that the Chicago Crown branch is a success from the beginning.

"Inadrawr" Combines With "Rosco."

The rapid increase in the demand for the "Inadrawr" steel stationery file since it was first introduced to the trade several months ago through Office Appliances, has made necessary a decided increase in manufacturing facilities. To this end the "Inadrawr" people have combined forces with the Ravenswood Office Specialties Company, Newport and West Ravenswood avenues, Chicago. The "Inadrawr" will hereafter be turned out in the recently completed "Rosco" factory and the combined sales forces of the two organizations will handle all the office specialties manufactured by the company.

Protecting "A Scrap of Paper."

The Steel Equipment Company, Ltd., 304 Union Bank Building, Ottawa, Ont., has sent out a mailing folder entitled, "'Only a Scrap of Paper,' but Protected by Steel." An aperture in the cover shows a picture of a soldier with rifle and bayonet at "charge." On opening the folder we find that he is advancing behind a row of steel cabinets. These are described in the remaining pages, and a price list is also given.

Printing Publication Expands.

John Clyde Oswald, publisher of the American Printer, announces that he has purchased the Printing Trade News and the Master Printer. The American Printer will be issued twice each month, and with it the other publications will be incorporated.

No. S 10

Perfection Pedestal Typewriter Desk

Made with All Steel Roller Bearing Mechanism

Write for Catalog

J. F. DIETZ & CO., 4851-71 Spring Grove Ave., Cincinnati, Ohio, U. S. A.

The C/A Typewriter Cabinet

No. 50
Open

Handsome
Compact
Sanitary
Efficient
Portable
Durable

Sold at a popular price to the consumer.

Handled at a large profit by the dealer.

MANUFACTURED ONLY BY

The Celina Specialty Co., Celina, Ohio

Wait!

Before *turning over a new leaf* for greater business in 1916—

Are you the leader in your territory? Can you meet all fair competition? Can you depend upon repeat orders? Does your stock in each particular line represent modernized methods of manufacture and also reflect your keenness of quality discrimination?

These questions are of vital importance to every progressive Dealer but especially to progressive Carbon Paper Dealers.

Send us a sample of your best grade Carbon for test, when writing for descriptive Carbon Paper booklet—CP5 and 1916 Dealers' Proposition.

THE MERCURY MFG. CO.

ROCHESTER, N. Y., U. S. A.

You'll Find It Pays

to be able to furnish your trade with a fire-proof receptacle which not only protects against fire, dust and theft, but is also convenient for storing things of value: Important papers, office and factory supplies, stationery, etc.

Terrell's Steel Cupboards

have a practical system of shelf supports at one-inch intervals permitting adjustment of the shelves to any distances between shelves without the use of bolts.

The large field offered for the sale of these cupboards in offices, institutions, etc., and the reasonable prices at which they are offered to the trade make the line a most profitable one for the dealer.

For details write

Terrell's Equipment Co.

Hilton Street GRAND RAPIDS, MICH.

LEADER IN FURNITURE INDUSTRY

Sketch of L. C. Walker of Muskegon, Michigan, Prominent in Office Furniture Manufacturing.

The gentleman whose likeness adorns the frontispiece of the present number of Office Appliances is Louis Carlisle Walker, president of the Shaw-Walker Company, Muskegon, Michigan.

Mr. Walker was born at Farmington, Michigan, January 8, 1875. He graduated from the University of Michigan at Ann Arbor in 1896. After leaving college he was employed in various places, finally locating with the Macey Company in Grand Rapids. In 1898 he left the Macey Company and together with A. W. Shaw went to Muskegon and started in business with a very small capital—in fact, between them they had only about one hundred and fifty dollars. Their first place of business was a store about eighteen by thirty feet, where they had one hand cutting machine and one Gordon press operated by foot power. At this time all they made was cards and guides. Their files were made outside by the Grand Rapids Desk Company, and the new concern also handled the Grand Rapids Desk Company's line of desks in conjunction with their files. Very soon, however, their business began to increase and they leased the store next to them, giving them three rooms in all. At this time all their business was done by mail. They remained in this location about two years, when they were forced to build a little plant at the foot of Seventh street. One-half of the building was the office and the other half the printing plant. This building they soon outgrew and moved the office across the street, tearing out the center partition and using the whole building for the factory. At this time their cabinets were still made by other concerns. While they were still in this building they worked until midnight one New Year's eve to bring the volume of sales for the day up to two hundred dollars. It was a great event when they got an order for a sixty-drawer cabinet for 3x5 cards.

About this time the Muskegon Cabinet Company was organized to build cabinets for the Shaw-Walker Company. The Muskegon Cabinet Company occupied a building on Western avenue near Division street. Later this company and the Shaw-Walker Company consolidated, continuing business under the name of the Shaw-Walker Company. After the consolidation a three-story wing was added to the building formerly occupied by the Muskegon Cabinet Company. The third story of this wing was used for a storeroom, the office being on the second floor and the first floor being used for the packing and shipping department.

About 1904 an agency department was started in Chicago, for by this time the agency business was only a small part of the sales. A year later the agency department was moved to Muskegon and became the main selling organization, the company then adopting the policy of selling extensively through agents instead of by mail. Since that time they have continually added agencies until at present they have representatives in every city of con-

Cutler File Desks

Established 1824 **CUTLER DESK CO., Buffalo, N. Y., U. S. A.** **Request Catalog**

Use file cabinets in the place of ordinary drawers, because drawers are good only for useless flat storage.

Keep your letters, cards, contracts, catalogs, order forms, documents, etc., in scientific order--indexed, ready at hand and up to date.

Remington

"AMFIL"

PLATENS-PARTS-TOOLS-SUPPLIES

"Best By Test"

OUR SERVICE-PLAN TO DEALERS
IS SUPPLYING A LONG NEEDED REQUISITE.

PRICES ARE MORE THAN CONSISTENT WITH THE QUALITY OF GOODS AND THE SPECIALIZED SERVICE RENDERED.

A PARTS CATALOG OF UNEQUALED COMPOSITION. WRITE US ABOUT IT TODAY.

TO THE TRADE ONLY

THE AMES & FILSTEAD COMPANY

CHICAGO: 508 S. Dearborn Street
NEW YORK: 82 Duane Street
BOSTON AGENCY: 141 Franklin Street
SAN FRANCISCO: 58 2nd Street
DENVER: 1626 Champa Street

"AMFIL" PLATENS STAND FOR QUALITY

CLIPLOX

The Clip That Locks!

Extra Features — Extra Talking Points

The CLIPLOX not only fastens two or more sheets of paper together but actually locks them so they will not come apart until you wish to separate them, which may be done easily and without tearing the paper.

An Exclusive CLIPLOX Feature

A talking point really worth talking about and one that is appreciated by all users.

CLIPLOX—this wonderfully efficient new invention is extremely simple, neat, light, durable and the handiest little paper fastening device on the market. Saves time, expense, trouble and 35% filing space. Papers fastened with the CLIPLOX lie flat— no bumps. There are a hundred daily uses for the CLIPLOX in every office.

Retails at $2.50—Manufactured only by

Max Gessler, Inc., Milwaukee, Wis.

Where Space Is Lacking

and work clamors to be done, the Byron Typewriter Cabinet affords a simple way out of the difficulty. The installation of Byron cabinets effects a saving of nearly half the space required by drop front desks.

The original intent of the designer of Byron typewriter furniture was of a cabinet exclusively for the stenographer and this idea has been adhered to in every detail. The built-in copy-holder is directly in her line of vision, the compartments for stationery are at her finger tips, and the shelves for finished work are in easy reach and just out of the way.

Typewriter dealers and commercial stationers, you should investigate the possibilities of the Byron. Catalog and terms will be sent promptly upon request.

Byron Typewriter Cabinet Co.

Mount Clemens. Michigan, U. S. A.

sequence, with branches in New York, Chicago, Washington, Detroit and London.

Business still increasing, they were forced to build a second addition to their factory. They then moved the card factory from the old plant and put it on the second floor of the new wing and the offices were moved to the first floor of the new wing. A storage building was erected next behind the main plant, and about five years ago the present office building of three stories was erected on Division street, the first two stories being used for the office and the third for storage. A small addition was made to the machine shop and the two wings on the main plant were extended back quite a distance. A five-story steel plant was completed in 1913, this being the last addition.

Through all the development of this company and its devices Mr. Walker has been a moving spirit. His energy and business ability have done wonders in promoting the growth of the Shaw-Walker business. The company at first manufactured nothing but solid cabinets in various sizes. There were no letter files in the first line. The next step was the making of letter files in solid cabinets, sometimes as large as sixteen in one cabinet. They then conceived the idea of making the files in sections and later made their sections to build up on top of one another, resulting in their old Short Line. In 1903 they brought out the Multi-Cabinets, the beginning of the present "Sectionuls" line. The "Sectionets" were brought out in 1908, and in 1913 the steel uprights were first sold, while the following year the "Sectionuls" and "Sectionets" were also brought out in steel.

In 1900, Mr. Walker was married to Miss Margaret Mercer of Saginaw, Michigan. They have three children, Jane, Peggy and Shaw Walker. Mr. Walker is a member of the Delta Upsilon Fraternity, is a Mason, including the Knight Templar and Shriner, and is also a member of the B. P. O. E. He is president of the Shaw-Walker Company, vice-president of the A. W. Shaw Company, vice-president of the Hackley National Bank, and president of the Muskegon Country Club.

An Important Deal in Akron.

Word comes to us from the National Blank Book & Supply Company of Akron, Ohio, that they have purchased for $93,000 the property of M. O'Neil, 33-55 North Main street, Akron. It is stated that the price paid for this building sets the highest mark in real estate values on Main street. The building is 43x115 feet, four stories in height.

The purchase of the new building will enable the National Blank Book & Supply Company to expand its business. The National company recently took over the Wade Printing Company at 47 North Main street, and the two will be jointly conducted by the blank book company in their new quarters, both companies being consolidated and the business being conducted under the name of the National Blank Book & Supply Company.

New Association in Louisville.

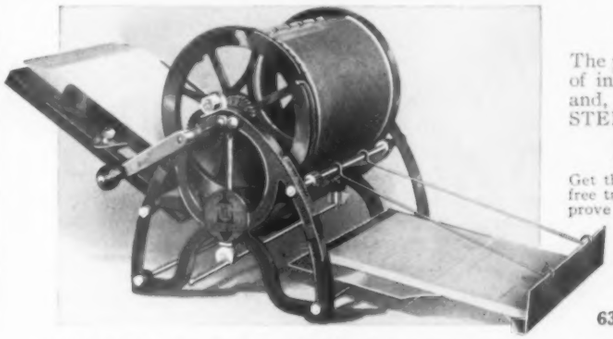
The Louisville Stamp & Stationery Club is the name of a new organization, with nearly twenty members, recently formed in Louisville, Ky. The club will meet in the offices of the Ben Franklin Club, and in its membership it includes manufacturers and dealers in rubber stamps and those who specialize in turning out stationery and deal in it extensively. The president of the new association is J. F. White, of the G. F. Fetter Company. F. M. O'Connor is vice-president; F. W. Sulzer, treasurer, and G. H. Koerner, secretary.

Invest $30—Save that in a Day

Thousands of concerns, big and small, retailers, wholesalers and manufacturers, are saving hundreds of dollars by printing their own form letters, bulletins, office and factory forms, etc. One day's work often pays for the

Rotospeed Stencil Duplicator

It prints high class, clean cut form letters, that have all the appearance of the typewritten original. Any office boy can print 75 copies per minute and do the work of fifty typists. The cost of printing will be less than 20c per thousand copies. The Rotospeed is the only practical duplicator at anywhere near the price.



$30 Complete

The price includes one quire of wax stencil paper, one pound of ink and all necessary equipment for immediate operation, and, in addition, one quire of NO-WAX ROTOSPEED STENCIL PAPER.

Accept this FREE TRIAL Offer

Get the Rotospeed to work for you. Send at once for details of this free trial offer. Through it we put the machine into your own office to prove that it will make money for you.

Send for the Rotospeed Booklet, copies of testimonials and samples of work that show what it has done for others in your line of business.

THE ROTOSPEED COMPANY,
636 WEST FIFTH ST., DAYTON, OHIO

DEALERS: Every Rotospeed sale means a new customer—and continuous profits for the Rotospeed dealer. Some territory is still open. Write at once for our co-operative selling plan.

The Trap and the Trapper

SOME WEBSTERIAN DEFINITIONS

Cheap: purchasable for a low price; common; of small value.

Shrewd: sharp-witted; sly.

The first indicates the bait. The second the trapper—after the pelt.

Value: that which renders anything useful or estimable; excellence; importance.

Fair: of good reputation; just; equitable; openly honest.

"The Service you will ultimately adopt"

LIVE AND LEARN

Our sales for the first nine months of 1915 exceeded those for any twelve months in our history.

THANKS

Our appreciation of this result will be shown in constantly bettered products and service.

COMPETITION

We never compete with the retailer, we are the only strictly wholesale rebuilding manufacturers in the world. **The Best Always in Quality, Price, and Co-operation.**

UNDERWOODS of Quality in all grades.

GENERAL TYPEWRITER EXCHANGE, Inc.

70 Washington Street, BROOKLYN, NEW YORK

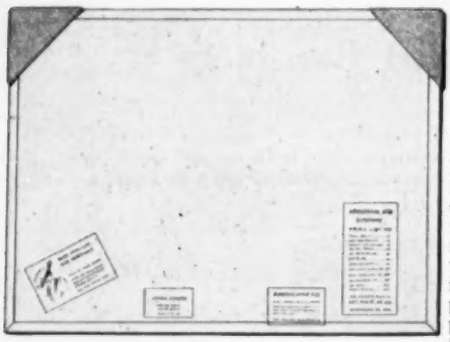
European Distributors—Thorp & Martin Typewriter Co., 79 Queen St., London, E. C., England. Mr. P. R. Chown, Balmes 12, Barcelona, Spain. Messrs. Liebert & Meyerhof, Hamburg, Germany

U-NEED-ME
Felt Chair Pads
(PREVENT THE SHINE)

Full assortment — made in four colors—Green, Brown, Maroon and Black—prices range from 35 cents to $1.25. Get our price discounts.

U-NEED-ME
Plate Glass Desk Pad
All Edges Ground and Polished
(List Price $3.00—Size 19x24)

The cheapest beveled glass desk pad on the market—something new. Write for discounts.



The *U-NEED-ME* line of FELT CHAIR PADS and PLATE GLASS DESK PADS are made to satisfy the most exacting trade at a price that pleases them and pleases you.

GEO. E. FOX & CO., 415 Rush St., CHICAGO
(Not Incorporated)

The Written Agreement

is the basis upon which all good business is conducted. In most industries contracts, signed orders, carefully worded specifications and working instructions are required to safeguard the interests of the company. Such documents often run into the thousands, but they are of value only when they are instantly accessible.

Since such a condition applies in a degree to every business, the demand for filing containers is immense. And, when the life of a business depends upon them, few men will be satisfied with anything but the best.

Bushnell's Paperoid Filing Containers

have proved their excellent quality in the years of service which they have given in thousands of offices all over the country.

The great variety of the Bushnell line is also a decided advantage. No matter what sort of document your customer may have, there is a BUSHNELL envelope made for filing it.

These features, coupled with the discounts offered, make BUSHNELL'S the ideal line for the stationer.

Alvah Bushnell Company
925-927-929 Filbert Street, PHILADELPHIA
"The World's Greatest Workshop"

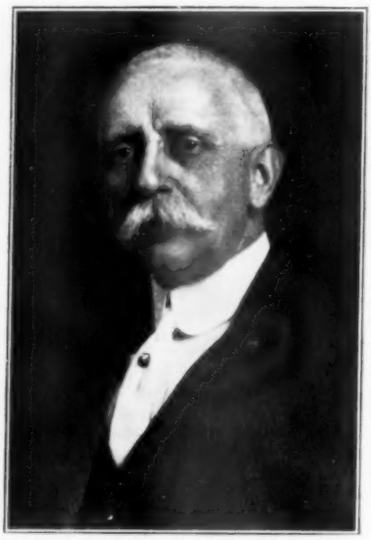
PASSED AWAY DURING THE MONTH

Brief Comment in Appreciation of Those Who Have Passed Away and Whose Work in This World Is Finished.

Charles Osgood Bassett.

The Forman-Bassett Company of Cleveland, Ohio, recently announced the death of the company's vice president, Charles Osgood Bassett, who died in Cincinnati, Ohio, on Friday, December 3.

Mr. Bassett was born in Keene, Ohio, March 3, 1851, and grew to manhood in Massillon, Ohio, going to Cleveland about 1870, in which year he became one of the partners of the firm of Short & Forman, who succeeded the firm of Sanford & Hayward. He remained a partner of Short & Forman until November, 1891, at which time



The Late Charles O. Bassett.

their plant was totally destroyed by fire. This event dissolved the partnership and the Forman-Bassett-Hatch Company, a corporation, was formed continuing under this name until Mr. Hatch retired, at which time the corporated name became the Forman-Bassett Company. At the time of his death Mr. Bassett was vice-president of the institution and on account of the recent death of the president, Mr. Forman, was about to succeed to the presidency.

Mr. Bassett left Cleveland Tuesday noon, November 30, in apparent good health and spirits to attend the annual meeting of the National Association of Employing Lithographers, and was found dead in his room at the Hotel Sinton, Cincinnati, on Friday, December 3, about 1:30 p. m. His death was caused by heart failure. Under these conditions the news of his death was a severe

DORNETTE DESKS

(Patent) Typewriter Desk

Machine needs no fastening

Extremely Popular With Office Furniture Dealers

Made as fine as the best kiln-dried hardwoods and skilled workmanship can make them.

Write for Catalog

THE J. DORNETTE & BRO. CO., Cincinnati, Ohio

A REVOLUTION IN CHAIR IRONS

This basic patent always maintains the same length of bearing in the hub. This is the only known device that overcomes the wabbly action in a rotary chair. The seat carrier is not fastened to the shaft by rivets that get loose from active use, but are welded. The seat carrier slides up and down on the post, thereby assuring the user of an absolutely rigid chair iron.

THESE IRONS USED ONLY ON MARBLE & SHATTUCK HIGH-GRADE OFFICE CHAIRS
SOLD ONLY THROUGH THE DEALER
CATALOGUE SENT ON REQUEST

The stenographer's chair iron makes both adjustments to fit the back in one operation, doing away with an unsightly screw on the back of the backrest. Height of seat adjusted to suit the operator by a very simple mechanism. The stationary post, our basic patent, is also used on this iron.

THE MARBLE & SHATTUCK CHAIR COMPANY, Cleveland, Ohio

EVERY DOLLAR
Needs Watching

Protect Your Bank Account

New Era Check Writer

Millions of dollars are lost each year by Bank Depositors who fail to properly protect their checks against Fraud, through "raising" the amounts. There is only one way to absolutely insure your Bank Account against "check raising." Each check must be so written that the amount intended will remain unaltered, unchanged. The words which specify the value of the check must be legible, permanently impressed thereon and legally surrounded with every precaution against "raising".

The New Era Check Writer is a highly efficient device which imprints any amount in *words* only on the face of the check, but into and through the fibres of the paper, macerating them with an indelible red ink.

$20

Easy to use, quick and handy, there are thousands of New Era Check Writers in use in commercial houses, offices, banks, by professional men and women in all parts of the country. Its durability, simple operation, legible writing and *extremely low price* make it the universal Check Writer,—the leader of them all.

Sold with a Binding Guarantee.
Used with Assurance of Safety.

NEW ERA MFG. CO.
450 Fourth Ave.
New York

SALESMEN WANTED

Able salesmen are wanted in many territories to represent us in the sale of the New Era Check Writer. Our Sales Organization now numbers over 200 men, all of whom have been well trained in the successful and profitable selling of this device. New men—with or without experience—who have the determination, the ability to succeed, will be personally instructed and trained under competent Field Managers. Our selling plan offers an unusual opportunity for live, active, ambitious men. Write for preliminary details and proof of what our men are earning.

shock to his family and his many friends. Mr. Bassett was a man whose character had endeared him to a large number of people. He had given the industry loyal and faithful service and was a man of rigid integrity, although he was very kind and charitable toward others. Mr. Bassett was a charter member and also a director of the National Association of Employing Lithographers.

Thomas James.

Tom James, one of the best known men in the blank book business, has passed on, leaving a host of friends in the trade to mourn his loss. He died on December 29 in his seventy-first year at his home in Chicago after a short illness.

In 1868 Mr. James began his career with Slote, Woodman & Co., where he remained under the change to Daniel Slote & Co. In 1885 he left this firm and associated himself with Liebenroth, Von Auw & Co., continuing with the house when the firm was merged with the Boorum & Pease Company, for whom he established Chicago offices during this period. In 1906 Mr. James became identified with the Gresham Blank Book Company and I. Smigel, representing them in Chicago until the time of his death.

He has watched with fatherly interest the progress and growth of the stationery trade in Chicago and the middle west from the early days to the modern and up-to-date institutions of the present. He was a man who always regarded a business matter as a personal obligation until its fulfillment, and considered his many friends and customers as his boys, valuing their friendship before all else. He is survived by his widow, Louise E. James, and two sons, Thomas C. and Lee S. James.

The funeral and interment were at Brooklyn, N. Y.

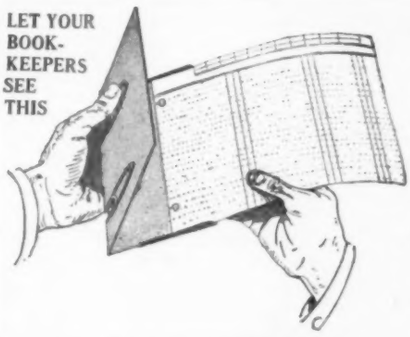
One of the finest tributes paid to Tom James was by "Uncle" George Olney and Walter Furlong last week. Mr. Olney said:

"Tom James was a great optimist. In the thirty years of my acquaintance with him I never knew him once to lose any of his spirit of buoyancy. He never flinched. During some of that time things did not go right with Tom James, but only his close personal friends knew about it. The presence he put up to the world was one of great cheer and prosperity." In speaking of him "Uncle George" continued: "Tom James was a choice spirit among men. I knew him well during his entire business life in this field, both in the old days with Slote and with Liebenroth, Von Auw, and all the others. I can not say too much for him. The world needs more men like Tom James. He always radiated sunshine. It is well known by all of Tom James' friends that he would be cheerful when everybody else would be downhearted. I'd say, 'Well, Tom, how are you?' 'Never better.' 'How is business?' 'Fine.'"

Mr. Furlong said: "Tom James did more than make friendships and inspire men of his own years. The younger men who had the honor of his acquaintance got much from him. One of the young men who had the pleasure of James' acquaintance, said to his father when he learned of Mr. James' passing: "Do you know, dad, Mr. James always inspired me. I walked along the street with him a number of times. He seemed to have some interest in me and that made me feel good. He always asked me how I was getting along and encouraged me, and I got an inspiration out of what he said."

To have won the esteem of youth is no small thing. It were well for us all if our words and deeds, like those of Tom James, inspired young people to better achievement.

LET YOUR BOOK-KEEPERS SEE THIS



IDEAL LEAF INSERTERS

FOR THE UP-TO-DATE OFFICE

(*Made of German Silver*)

A great help to Bookkeepers to insert loose leaves, and an ABSOLUTE NECESSITY when ledgers are nearly filled.

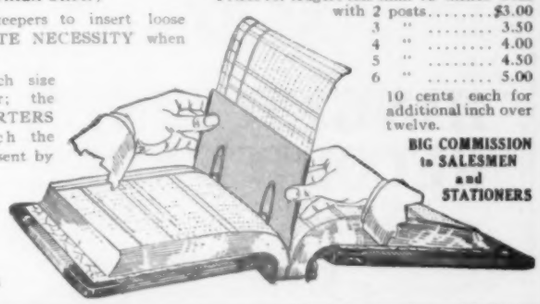
Send a leaf from each size ledger with your order; the IDEAL LEAF INSERTERS will be made to match the leaves and they will be sent by Parcel Post.

Exact Prices Quoted on Request. Send Leaves.

Prices for ledgers less than 12 inches wide
with 2 posts.....$3.00
3 " 3.50
4 " 4.00
5 " 4.50
6 " 5.00

10 cents each for additional inch over twelve.

BIG COMMISSION to SALESMEN and STATIONERS



L. E. CHARLEBOIS, P. O. Box 102 Minneapolis, Minnesota

THE HOUSE OF TATUM

Established 1859 — **57 Years of Knowing How**

LOOSE LEAF DEVICES — STATIONERS' SPECIALTIES

PRINTERS' and BINDERS' MACHINERY

Loose Leaf Ledgers
Solid and Sectional Post Binders
Sheets and Indexes
Price Books
Photo Albums
Magazine Binders
Loose Leaf Metal Parts
Twine Boxes
Mail Boxes
Dumb Bells and Quoits

Copying Presses
Copying Appliances
Ink Stands
Paper Weights
Stick Files
Catalogue Racks
Stationers' Glassware
Wire Letter Trays
Wire Waste Baskets
Broom Racks

Paper Punches operated by hand, foot, steam or electricity, Paper Perforators, Single and Multiple Spindle Paper Drills, Indexing and Tab Cutting Outfits and other up-to-date equipment.

Special attention given to Export Business — **THE SAM'L C. TATUM CO.** — **Write for our complete Catalogues**

Main Office and Factory
CINCINNATI, OHIO, U. S. A.

New York Office
54-60 Lafayette Street

Makers of "The TATUM Line of True Merit"

Guaranteed for One Year of Unexcelled Service

FOX TAIL CLEANING BRUSH

Reaches *every part* of *every machine.* Send 20c for sample.
Wanted: Established dealers everywhere. Profitable discount.

BOSTON THORP & MARTIN TYPEWRITER CO. MASS., U. S. A.

Parts Platens Tools Supplies — Established twenty-three years

HINGED LINEN RECORD PAPER

BYRON WESTON LINEN LEDGER is the first hinged paper that has successfully met the requirements of the largest and most exacting users of loose leaf stock. This paper is unexcelled for County, State, Bank, or any use where utmost permanency, highest quality and greatest strength are required. Bookkeepers and all who handle office records will be interested in the booklet, "Unmaking Mistakes."

Your request brings a copy.

BYRON WESTON CO.

"The Paper Valley of the Berkshires"

DALTON MASSACHUSETTS

Better Discounts December 1st

on

"Quality" Cuspidors

The Ireland & Matthews Mfg. Co.

Detroit

SELLING AGENTS

H. E. HOOKER, - - - 619 No. La Salle St., Chicago, Ill.
BERT M. MORRIS CO. - - - - - - San Francisco, Cal.
HAYES & WEBSTER - - - - - - - San Antonio, Tex.

David F. Williamson.

David F. Williamson, head of the David F. Williamson Company of Buffalo, N. Y., died last month at his home, 101 Fifteenth street, of congestion of the lungs. Mr. Williamson was fifty-seven years old at the time of his death. He had been ill for nearly two years, though of late he had seemed to show some improvement. His company publishes law books and handles stationery at 202 Main street. He is survived by his wife and two daughters, Nina and Portia.

Mr. Williamson was a member of the Royal Arcanum and was active in the work of the Chamber of Commerce. He was a native of Rochester, N. Y., and had been in the book business in Buffalo for twenty-eight years.

A floral piece was sent by the Stationers' Club of Buffalo, and a committee of the club attended the funeral services at the home.

Frederick P. Morris.

Frederick P. Morris, president of the Long Island News Company, died Wednesday, December 1, at his home in Garden City, L. I. He was sixty-three years old.

Mr. Morris came to this country from Manchester, England, where he was born. He sold papers in Montreal, Canada, and until he earned enough money to go to New York, where he secured employment. For six years he worked for six dollars a month and his board. One of his duties was to drive to Printing House Square from Jamaica early in the morning and then back to Jamaica and Islip, delivering papers as he went. Finally the railroad gave him the use of a spare locomotive, which he himself operated, to take his papers out.

Mr. Morris then became superintendent of the Union News Company. Thirty-six years ago he organized the Long Island News Company, and got the privileges for the Long Island railroad. He was active in the company up to the time of his death.

He is survived by his widow and a daughter, Mrs. Frederick S. Clark, of Garden City.

Mrs. John A. Gray.

Mrs. John A. Gray, wife of the president of the Crescent Brass and Pin Company of Detroit, died on November 2, in that city, of kidney complications. Mrs. Gray was born in Detroit, February 25, 1854, and lived in that city all her life. Besides her husband she leaves three sons and two daughters—Allen and Chester Gray, who are in business manufacturing automobiles parts, and Alvin the youngest son, who is at home. The daughters are Miss Frances Gray and Mrs. Schneider, who was Miss Elsie Gray.

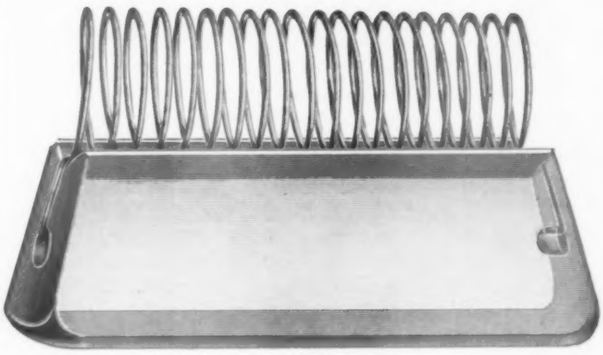
Mr. and Mrs. Gray, Alvin and Frances were in California last summer and it was thought that the trip was very beneficial to Mrs. Gray's health, but notwithstanding the apparent improvement she became seriously ill shortly after her return and passed away on the date above mentioned.

Office Appliances extends its profound sympathy to Mr. Gray and the rest of the bereaved family.

Harry A. Dunn.

Harry A. Dunn, know to the New York trade as buyer and general executive of the Schutte-Smith Company, 2583 Third avenue, New York, died recently as a result of injuries sustained in an automobile accident a short time before his death. Mr. Dunn had been with the Schutte-Smith Company for about eight years and had many friends among all those who visited the establishment. He was about fifty years of age and leaves a widow and two children.

THE "ADAIRACK"



PAT. NOS. 642277, 642278

PEN RACK AND PAPER WEIGHT COMBINED

THE ORIGINAL PEN RACK INVENTED BY JAMES ADAIR

The spring is detachable and the solid glass base may be used alone, its groove holding the pen.

THE MOST PRACTICAL PEN RACK EVER INVENTED

No. 3 Pen Rack . . . . . Each 25c
" 4 " " Cut glass . . " 50c

CUSHMAN & DENISON MFG. CO., 240-242 West 23rd St., New York City

OUR FIRST ADVERTISEMENT

of the LONGWELL No. 7138

SELF-PUNCHING RING BINDER

brought wonderful returns from all over the civilized world.

This Style Binder, in Flexible Leather, With Portfolio Lock, retails at $4.25

We also supply the metal parts alone for the use of bookbinders who may desire to make the device in other styles.

THE PLEW & MOTTER CO.

Racine Ave. and Monroe St. CHICAGO
253 Broadway NEW YORK, N. Y.

OUR DESKS

are not thrown together to meet a price in construction, but are made to meet the highest standard required—the result of many years of careful planning for persistent betterment.

Tell City Desk Co.

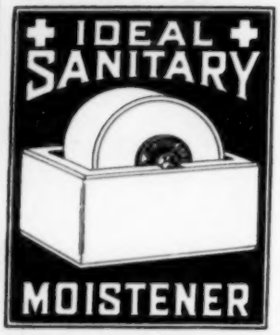
Tell City, Indiana

YOUR CUSTOMERS

will quickly recognize the true basic principles of making: quality and style.

Best let us mail you complete catalogue showing full line. No matter what you want—we have it.

THE SANITARY WAY TO MOISTEN FINGERS, FLAPS, STAMPS, LABELS



Made of glazed white porcelain, metal parts brass, polished nickel plate. The IDEAL moistener is thoroughly durable and efficient. It simply **cannot** wear out.

There is no rubber in this moistener to harden—sponges to become slimy with filth—no wicks, felt or gauze which are thoroughly **insanitary** and must be frequently replaced.

The IDEAL sanitary moistener is a staple article and you can make money selling it. For sale by all jobbers and dealers in the U. S.

Manufactured by

The Ideal Moistener Co.
Findlay, Ohio

Advertising matter furnished in Spanish if desired.

Keep Posted

on the happenings in the office appliance field. Know what others are doing and learn of new devices just as soon as they are ready for the market. A difficult matter, you may declare, but it will not be very difficult for you. Read OFFICE APPLIANCES every month and you will be well informed concerning all such developments. Our force, assisted by a thousand sources of information, collects the important material and publishes it monthly.

A suggestion for your benefit more than for ours: Send $1.50 for a year's subscription (for Canada, $1.75; foreign, $2.00).

THE OFFICE APPLIANCE CO.
417 S. Dearborn St. Chicago, Ill.

THE LINEOGRAPH
Flat Bed Duplicator

is simple in construction, simple to operate. Results always satisfactory. 1,000 type or hand-written circulars can be made from one original. Neat, clean, compact.

Lineograph machines are sold without restriction regarding supplies. However, we make the best scientifically adapted materials and are not bothered by outside competition. Send for prices and descriptive booklet.

Agents and Dealers Wanted

THE LINEOGRAPH COMPANY
Makers of Duplicators and Supplies
112 Fulton Street New York, U. S. A.

Educator Addresses Advertisers.

Dr. Henry Churchill King, president of Oberlin College, recently spoke before the Cleveland Advertising Club at Cleveland, Ohio, on the subject of "The Way Into Life's Values." He named four channels through which one can achieve success. First, one is commonly introduced into the values of life through the witness of someone who has superseded him or who has exceeded him in experience; second, by honesty; third, modesty; and fourth, the great fundamental principle of staying persistently with the best.

A brief digest of Dr. King's remarks follows:

"First of all, it is perfectly obvious that for the greater part we are introduced into all the values we are now enjoying. We have profited by the experience of some witness who has superseded us. We cannot discover it by ourselves, and, moreover, there is deep-laid in everyone of us the spirit of imitation. Unconsciously we are reflecting what we find in others about us. We are introduced therefore into life's value through the testimony of others.

"There are just two services of supreme value that one man can render to another. He can make upon him an impress of a high and noble character by being the kind of a man he ought to be, the witness of his life, and then he can share with that other his own best vision of the truth that has meant most to him, and these things to me cover about everything that a man can do for another man that is really of supreme worth, and that means that our great service everywhere is the service of witness either by life or words.

"It is worth while therefore for a man to stop and ask himself what the qualities of an effective witness are. What it is that makes his testimony count with you. In the long run it is first his own convictions; second, your confidence in his character and judgment; third, the measure of disinterestedness that you may be able to believe he has in really seeking your goods, and finally the way in which he puts it.

"I believe that you cannot get along without conviction. I suppose this is the very first element that makes our testimony count with other people. Our attention is attracted by this fact and we say that whatever else is true, that man believes in what he is talking about. That goes a long ways toward carrying out our conviction.

"It is not the number of items you have in your creed, but the much smaller number that means so much to you, that steadily day in and day out you are putting them into your life that men cannot doubt at all that you have convictions.

"A man to count must also convince the other fellow that he is seeking to do him good, and not merely forwarding a selfish interest of his own. This is principally the measure of genuine disinterestedness you have.

"Given a man of deep conviction, of character and judgment, you cannot help but trust in the sphere in which he believes, and given a man whose disinterestedness you cannot disbelieve and you have a man who, that if he is tonguetied he cannot help from counting among men.

"If a man wishes to come into the great values of life he must have beyond everything else, honesty. We are all beset by the temptation to sham everywhere. I am afraid that we do not escape saying we enjoy, but we say we do because we find it is the proper thing.

"Stay persistently in the presence of the best, in the sphere in which you seek achievement, with honest respectability, and the rest will pretty largely take care of itself. The great law of everywhere is the law of persistent association with the best in all the spheres of value."

Rubber Bands

Every 500 customers you have average at least 1000 pounds of rubber bands per year. Are you getting the business?

Every office of any size throughout the country not only uses bands, but also one or more Goodrich rubber office appliances. Do they know you are ready with Goodrich quality and prompt deliveries?

GOODRICH

goods are known by the majority. Quality and service have built our tremendous business. Cash in on the name—handle the goods that sell. Get those orders that now come to the factory direct for Bands of Pure Gum Rubber.

Factories: Akron, Ohio **The B. F. Goodrich Company** Branches in All Principal Cities

Makers of

Platens for typewriters and adding machines

Rubber feet

Feed rolls

Rubber bands

Telephone cushion receivers

Cuspidor mats

Perforated mats

MODEL NO. 8

BLICKENSDERFER TYPEWRITERS

VISIBLE WRITING

INTERCHANGEABLE TYPE

LIGHT ACTION

BACK SPACER

Equipped With Decimal Tabulator for Which no Charge Is Made. SEND FOR CATALOG THIRTY-TWO

The Blickensderfer Mfg. Co.

Stamford, Conn.

PERFECT POINTED PENCIL FOR EXPORT

The unvarying, excellent service, the simple elegance, and the sterling quality which have been instrumental in placing the EVERSHARP pencil in the high esteem of American users of writing implements furnish ample reasons for its ready acceptance and sale across the water.

To the foreign dealer of repute, the manufacturers are prepared to present a very attractive proposition, including sole agency for his locality, and liberal discounts. To the commercial stationer in the United States who has not yet investigated its possibilities, EVERSHARP offers a line of unequalled quality and good profit. Write today for our special case offer.

EVERSHARP PENCIL CO., Inc. **1417 Lytton Bldg., CHICAGO**

PROTECTION!

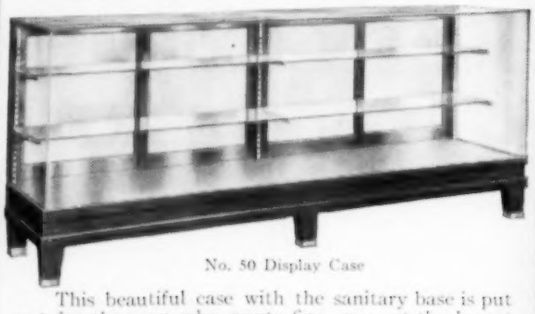
for $1.00 against the criminal who stole $23,000,000 last year and may steal from *you* next!

Right in your city are perhaps criminals who make check raising their business. They may try their clever methods on YOU next. The Home Check Protector possesses all the good points of the costly kind—it *perforates* the paper is simple to handle; cannot get out of order.

AGENTS You can sell this in every office you visit. Get our plans at once. On receipt of price we will send this device for ten days' trial. Send now and test it out.

WACHUSETT SPECIALTY CO., Dept. B, Box 794, WORCESTER, MASS

New "*Silent Salesman*" All-glass Case at an Attractive Price—



No. 50 Display Case

This beautiful case with the sanitary base is put out for the man who wants fine cases at the lowest possible price.

Made with our patented cemented joint, all-glass construction—no metal clips, angles or clamps used—dustless, and solid as a stone wall.

Get full information by mail.

Silent Salesman

REG. U. S. PAT. OFF.

DETROIT SHOW CASE CO

489 West Fort St. Detroit Mich.
New York Salesrooms 24-26 W. 30th St.

The "JIFFY"

A New Duplicating Machine
Price $3.00 — Complete

The rotary duplicator simplified.
A reduced stencil duplicator.
Works like a curved blotter.
1000 copies per stencil—30 copies a minute.
Reproduces handwriting, typewriting, and drawings.
Each outfit includes 18 stencils, stylus, duplicating ink, and the device itself, all in a handsome wooden box.

Attractive discounts to dealers

SELLS TO
CLUB SECRETARIES, SCHOOLS, CHURCHES, BROKERS, MERCHANTS, OFFICES, HOTELS, RESTAURANTS, LIBRARIES, ETC.

E. N. FALES & CO.
260 National Life Bldg., Chicago, Ill.

PURELY PERSONAL

BAILEY, FRANK W., of the Thorp & Martin Company, Boston, Mass., spent the holidays in New York City.

CARTER, RICHARD B., president of The Carter's Ink Company, Boston, visited Chicago in December, where he attended the annual convention of the western salesmen of The Carter's Ink Company.

GORDON, C. B., of The Carter's Ink Company, Boston, spent a few days in Chicago last month in attendance on the company's annual convention of western salesmen.

HUBER, ED. E., celebrated on Deecember 11 the fortieth anniversary of his connection with the house of Eberhard Faber. A dinner was given to Mr. Huber on the occasion of this anniversary, attended by twenty-eight of his associates. A souvenir menu prepared for the event contained photographs of Mr. Huber in 1875 and in 1915, also illustrations of the several buildings occupied during his time. On another page were illustrations representing honorary positions held by him during his forty years of business life.

MALLESON, T. T., foreign field manager of the Royal Typewriter Company, came home to the United States to spend the holidays.

OLNEY, GEORGE A., visited Chicago on January 3 and held a reception at the Grand Pacific hotel on his way home from the Irving-Pitt salesmen's convention at Kansas City. Many old friends embraced the opportunity to greet "Uncle George" on the occasion of his visit.

SNYDER, HARRY D., formerly advertising manager for the William H. Hoskins Company and the William Mann Company of Philadelphia, and of the Weeks-Hoskins Company of New York, is a member of the Ess & Ess Company. The other "Ess" is A. A. Schramm, formerly in the printing business in Pittsburgh.

WARD, SAM'L, head of the Sam'l Ward Company of Boston, celebrated his seventieth birthday on December 31.

Office Appliances' Guest Book.

Visitors from other American cities and from abroad who have favored Office Appliances with visits since the date of our last issue are as follows: A. Ernest Wallace, a widely known office equipment man of the Pacific Coast, with headquarters in San Francisco; Charles E. Pelton, vice-president, Crescent Brass & Pin Company, Detroit, Mich.; Fletcher W. Taft, advertising manager, The Carter's Ink Company, Boston, Mass.; Piero Castelli delli Vinci, of P. Castelli & Co., Milan, Italy; E. J. Sheehan, general sales manager of the Noiseless Typewriter Company, New York, N. Y.; F. V. Anderson, Helsingfors, Finland; L. D. Stocking, advertising manager, the Safe-Cabinet Company, Marietta, O.; Uncle George A. Olney of the Irving-Pitt Manufacturing Company, Brooklyn, N. Y.; A. P. Bundy, St. Paul, Minn.; Fujio Mamiya, representing Teijiro Kurosawa, Tokyo, Japan; and T. E. Irvine, The McNeil Company, Phoenix, Ariz.

A

These envelopes are composed of fine 60 lb. Manilla paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed laps A.

START THE NEW YEAR RIGHT

For Your Own Benefit Stand by LAVETTE'S Patent Photo Mailing Envelope

ESTABLISHED 1891

Prices and Quality never changed for 24 years. Don't go wrong by laying in a stock of Cheap or inferior goods—as a Cheap Shoddy article is never worth the Money and pays you only a small profit or none. So be sure to order **LAVETTE'S**, which are a staple and a line always worth their Value and pays you a positive Profit.

The new No. 2 display box accommodates all sizes of envelopes and makes it convenient to sell containers for all sizes of photographs, calendars, greeting cards, etc. There are six envelopes of each size in the box. The price is $2.75.

Replenish the box from your regular stock and replenish your stock at your Jobber.

	Price to Retailers	Price to Consumers	Packed
Cab. Size—4¼x7 inches	$1.00 per 100	2 for 5 cents	100 in a box
No. 2—5¼x7½ "	1.50 " "	3 " 10 "	100 " "
" 3—6x8¼ "	2.50 " "	5 cents each	100 " "
" 4—8¼x10½ "	3.50 " "	10 " "	50 " "
" 5—6x10½ "	2.50 " "	5 " "	100 " "
" 6—8¼x11½ "	3.50 " "	10 " "	50 " "
" 7—8¼x13 "	3.50 " "	10 " "	50 " "
" 8—7x9½ "	2.50 " "	5 " "	100 " "
" 9—12x14½ "	4.55 " "	15 " "	50 " "
" 10—10x12 "	3.75 " "	10 " "	50 " "

For samples, circulars, etc., write to

H. C. LAVETTE, Patentee and Sole Manufacturer

224 South Jefferson Street, CHICAGO Phone Monroe 6778

NUMBER TWO

MADE GOOD

The most wonderful combination Typewriter and Office Desk ever conceived is shown in the illustration. The mechanism is automatic and of ball bearing all steel construction. When closed drawer fronts are drawn into place giving the desk the appearance of a regular flat top. The attachment is also incorporated in a single pedestal desk.

Write for catalog and price list.

STERLING DESK COMPANY

Grand Rapids Michigan

Cut illustrates No. 279—60 inches long.

Every Office a Prospect

15 Days Free Trial

Your wooden typewriter cabinet market is practically limited to those who have worn out their old stands, are enlarging or just starting in business. The man who has a wooden cabinet isn't going to throw it away and buy another. The

UHL ART STEEL FURNITURE

UHL ART STEEL TYPEWRITER TABLE-CABINET

gives you a bigger market by making every office a prospect. Our all steel cabinet is so obviously superior that they will throw out their wooden desks and buy it.

Takes only 4 sq. ft. of floor space when closed and when open it affords as much room as bulky wooden desks. Mouse proof. Easily moved or can be locked stationary.

CLOSED

OPEN

Affords as much space as any typewriter desk. Closed takes only 4 sq. ft. floor space.

We are also manufacturers of typewriters and telephone stands and chairs. Magazine and catalog stands, mercantile tables, adding machine stands, desks, factory stools, etc.

Write for free catalog

Write for Special Proposition

with descriptive literature and complete details of our big advertising campaign and fair play bonus offer.

The Toledo Metal Furniture Co., 2633 Dorr Street, Toledo, Ohio

"HANDY" SALES TALK

Every good salesman arranges his arguments carefully—keeps them where he can produce them easily—and has one to cover every possible emergency.

Sometimes, however, he enters a customer's establishment with his order books, catalogs and other printed information scattered around in various pockets, in the bottom of his grip, or perhaps back in his room at the hotel. The

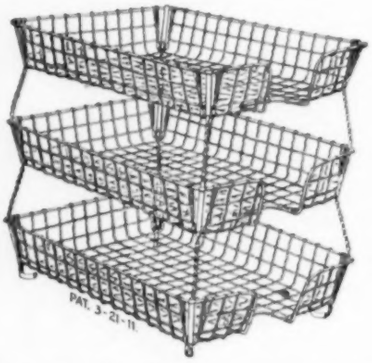
HANDY PORTFOLIO

provides a neat, business-like receptacle for taking care of all the printed matter, photos or samples he needs. The cut shows one of the styles—we have them for every line of business. Write us explaining your needs.

THE CLEVELAND LEATHER GOODS CO.
126 Noble Ct., cor. W. 2d St.
CLEVELAND, OHIO

Acme "Build-Up" Trays

CAN BE "BUILT UP" TO ANY DESIRED NUMBER OF SPACES



Easily put together, making a permanent or temporary compartment basket as desired. Each space or compartment can be used as a desk tray or put together in such combination as may be desired.

This is only one style of our complete line of wire baskets. Send for catalogue and prices.

Barbee Wire and Iron Works
174 North Dearborn Street
CHICAGO
FACTORY: LAFAYETTE, IND.

Be sure your New Year's equipment includes a

BRADLEY CARD and PAPER CUTTER

An everyday help in your office, saving money, time and patience. Cuts paper, cardboard, celluloid, cloth, leather—all sheet materials quicker and neater than scissors or knife. Price, $1.25 to $30.00. Dealers wanted everywhere. Write for circular.

MILTON BRADLEY COMPANY - SPRINGFIELD, MASS.

For the Attention of the Manufacturer

Albany, N. Y.

The George W. Harper Company is a new concern which recently started at 47 Maiden Lane, Albany. This company will specialize on office appliances and supplies for the general office trade. Among its lines it will handle those of the Shaw-Walker Company, the Safe-Cabinet Company and the Wilson-Jones Loose Leaf Company.

Atvidaberg, Sweden.

A/B Atvidabergs Förenade Industrier is interested in following up matters regarding office furniture. They request that furniture manufacturers send them their most recent catalogues.

Dayton, Ohio.

Buntell & Roth have opened a new store for the sale of office equipment and business devices. The store is in the Huffman building on East Third street. The entire four floors of the new building are to be occupied by the firm, which will handle a complete line of commercial stationery and office equipment, including desks, desk chairs, filing cabinets and every other convenience and necessity of the modern business office.

Detroit, Mich.

Charles Ray Dennen, who has been connected with the book business for twenty-nine years, has opened a new book and stationery store at 19 Grand avenue, East Detroit.

Greensboro, N. C.

The J. C. Cheek Company is a new concern which will do a general office equipment business as well as printing, engraving, etc.

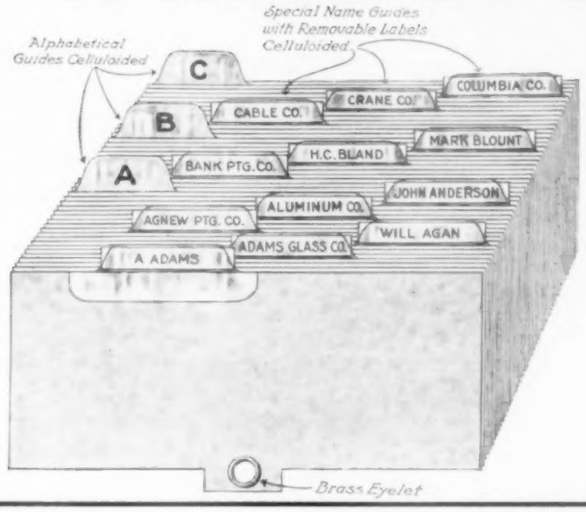
Ottawa, Canada.

J. F. Neville, who for the last five years has been engaged in the manufacture and sale of loose leaf systems supplies for the trade, has recently disposed of his interest in this business and will enter the stationery and office equipment business in the capacity of jobber and manufacturers' agent. For the present it is his intention to maintain an office with sample rooms only. Mr. Neville desires information and price lists from manufacturers of stationery articles. He says that the information he desires may be confined to manufacturers of the standard commercial lines carried by retail stationery stores and lines that would be sufficient for a foundation for a sample room. Mr. Neville's address is 196 James street. For reference he gives the Royal Bank of Canada, Dalhousie branch.

Philadelphia, Pa.

The Met-O-Lite Specialty Company is the name of a company under the management of Levis Moore, which has recently been organized and has offices at 1615 Sansom street. The company will be glad to receive catalogues and literature.

Do You Want More Good Bank Customers?



Every Bank has a Check File, and eventually our (***patented***) Insertable Way of Indexing Checks, will be used by all.

Increase your Bank Account(s)

Ask for some samples, our prices are right, and you will not only secure easy orders for Insertable Guides but pave the way for many others.

You be First—Write us quick for our Bank Necessities folder.

The Wabash Cabinet Co.

Main Salesrooms, Executive Offices and Factories:

Established 1883 **Wabash, Indiana**

Also Manufacturers of Filing Cabinets. Systems and Supplies for Filing Cabinets.

Exclusive dealers desired in this and foreign countries where we are not at present represented.

O.K. TRADE MARK REG. U.S. PAT. OFFICE

"O.K." PRODUCTS

These products received the Gold Medal Award at the Panama-Pacific International Exposition, but whether at Expositions or in the Offices of business men they receive the Highest Endorsement.

THE WASHBURNE "O.K." PAPER FASTENER

On in a flash — "Bulldog grip"

The famous Washburne "O.K." Paper Fasteners are easily put on or taken off with the thumb and finger; can be used repeatedly and "**they always work.**" Made of Brass and put up in brass boxes of 100 fasteners each, 10 boxes to a carton.

Attractive, Compact, Strong, no slipping—never!

THE RIES "O.K." LETTER OPENER—

HAND and ELECTRIC POWER MACHINES

The Ries "O.K." Letter Opener has the advantage of few parts. The beauty of its design and finish is most pleasing. All Ries "O.K." Letter Openers embody the best materials, workmanship and finish and are made to give the best service at the least cost for maintenance.

THE SANITARY "O.K." ERASER

The Most Practical Eraser for Everybody

The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps **Rubber Clean, Firm and Keen-edged; works better and lasts longer.**

Two Rubbers, the length of the Holder, are made, one for Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used; its narrow** edge allows a letter or line to be erased without injuring another.

Hair's Breadth Cut From Each Envelope — Cannot Damage Contents

Its construction is such as not to permit the cutting edges to reach coins, paper clips, pins, etc; or to injure contents. Heavy manilla or linen lined envelopes may be as readily opened as those of lighter weight. Re-sharpening to maintain keen-cutting can be done for small cost at our factory. This however is seldom required.

Prices with full Particulars, Illustrated and Descriptive Literature Covering These Lines sent on Request. Liberal Trade Discounts.

THE O. K. MANUFACTURING CO., SYRACUSE, N. Y., U.S.A., SOLE MAKERS.

Your copy of our catalog is ready for mailing. Write for it.

SERVICE and PRICE

— two important features of every piece of furniture. They go together to make

IMPERIAL DESKS

a line that is extremely popular. IMPERIAL DESKS are not the most expensive on the market but they are carefully made by expert workmen and will take care of the desk needs of any person. The market affords nothing better at the price we ask.

If you have sold IMPERIAL desks during 1915 you will sell more of them in 1916. If you have not sold them, you will find it to your advantage to get in touch with us at once and learn something of this line which sells quickly and is a money-maker for dealers in office equipment.

Both domestic and export business handled quickly and properly.

IMPERIAL DESK CO., Evansville, Ind.

Export Office: 25 Whitehall Street, New York, N. Y.

ALL STEEL Schick FIREPROOF PAPER BALER
REDUCES FIRE RISK

You need a Schick Paper Baler, not only as a source of *profit*, but to keep waste paper in a safe place to avoid fire risk. You can't afford to throw away or burn waste paper when it s worth 30c to $1.00 a hundred.
Order a Schick Baler on

FREE 10-DAY TRIAL

If it isn't all we claim you're not out one cent. Schick Balers are made in four sizes and will last a lifetime, earning money for you every day besides avoiding fire risk. You need a Schick Baler *right now*. Write today for Catalog A and full details.

DAVENPORT MFG. CO., Davenport, Iowa
Salesmen and Jobbers Wanted

EASY FASTENER

Samples and prices free upon request.

SIMPLE and EFFECTIVE
for fastening letters, orders, invoices, deposit slips and other papers. It is easy to use and holds papers firmly without possibility of slipping. Used constantly by concerns who capitalize the importance of simplicity and system.

EASY FASTENER CO., Candler Bldg., Atlanta, Ga

Your Manufacturing Problems Simplified

¶ We will take your article, develop and improve it, design and make the tools and special machinery for its manufacture. We will produce it for you *in our factory*, or design and make a complete equipment of jigs, fixtures, dies, etc., for its production *in your own factory*.
¶ Our tool department is peopled by 300 expert designers and tool makers.
¶ Consult us regarding your proposition. Our advice will be valuable to you.

The Taft-Peirce Mfg. Company
Main Office and Works: Woonsocket, Rhode Island
NEW YORK, 165 Broadway DETROIT, 1311 Majestic Bldg.

WEDDING Engraved Wedding Invitations and Announcements, Social and Business Cards, Steel Die Business and Social Stationery. High grade stock and work. Buy direct from makers. Samples and prices gladly furnished. State kind of samples desired. The American Embossing Co., Buffalo, N.Y.

75c Why So Popular? Ask

Marshall Field & Co., John M. Smyth & Co., and thousands of other firms, large and small, in this and other countries.

Patented Nov. 22, 1904
Patented June 16, 1915

The Serviceable Peerless

A very useful article for the office. Can be used for moistening stamps, envelopes, fingers, or labels, and would prove to be a desirable holiday gift to your friends. Attractive discounts to Dealers.
Write for particulars. Sample sent on approval.

Foreign business given careful attention.

PEERLESS MOISTENER COMPANY
838 S. Claremont Avenue Chicago, Ill.

Providence, R. I.

The Young, Leonard, Harrall Company recently began business at 52 Pine street. They handle stationery, toys, novelties, paper, twine, etc.

Rock Island, Ill.

The Tri City Blue Print Company, 409 Best building, Rock Island, opened a stationery store on January 1. They desire to secure catalogues and other information in regard to general and commercial stationery lines.

Seattle, Wash.

Schwartz & Co., 425 Central block, Seattle, Wash., are in the field for office devices and shipping room machines and devices, especially those which will bring re-orders and a demand for supplies. The representatives of the company call on responsible houses in western Washington. They want such lines as shipping tags, window envelopes, etc., that will sell freely.

South Norwalk, Conn.

Henry A. Beebe has bought the stock and fixtures of Beebe & Phillips, who recently went into bankruptcy. He will form a company and incorporate the new business

St. Louis, Mo.

The H. J. Reuter Printing Company has opened a new stationery store at 314 Olive street.

The Hague, Holland.

Verbiesen & Co. desire to extend their connections with American houses. As a member of this firm expects soon to be in the United States, Office Appliances will be happy to act as intermediary to make appointments for interviews, etc.

Consular—Report Opportunities.

Office Furniture, No. 18155.—An American consular officer in Greece would be glad to have catalogues, price lists, and full information from American manufacturers of oak office furniture. Prices should indicate clearly whether they are f. o. b. New York or c. i. f. destination. Prices f. o. b. factory are not desired. He states that it is probable that a large trade can be built up in this line.

Pencils, Erasers, Etc., No. 17956.—An American consular officer in France writes that a firm in his district desires to communicate with American manufacturers of pencils, erasers, paper clips, and adhesive paper for use by photographers.

Stationery and office supplies, No. 18415.—This Bureau is in receipt of a letter requesting the names of manufacturers of paper clips, thumb tacks, coppered metal letter fasteners, and modern office supplies and novelties. The articles desired are for export to France.

Office supplies, No. 18439.—A manager of a typewriter company in the United Kingdom informs an American consular officer that he wishes to act as agent for American firms dealing in office supplies, such as filing cabinets, loose-leaf binders, copying novelties, and paper fasteners. He particularly wishes to sell small time-saving devices retailing from $1.82 to $4.87 on a commission basis or buy outright. Bank references given.

Stationery and office supplies, No. 18467.—A letter to the Bureau states that a firm in Sweden wishes to correspond with American manufacturers of stationery goods and office supplies, such as paper binders, stamp racks, drawing pens, clips, staple presses, tag machines, pencils, and cheap cash registers, etc.

Typewriter supplies, No. 18480.—An American consular officer in Africa reports that a firm in his district desires to receive catalogues and full information relative to typewriter supplies. Prices and discounts should be stated. Correspondence may be in English.

"PELOUZE" POSTAL SCALES

Mail and Express..16 lbs.
Commercial.....12 lbs.
U. S...... 4 lbs.
Victor.....1½ lbs.

are scientifically made. They show exact weight in ounces, also cost in cents on all classes of mail matter.

Banks and large business houses use

"Pelouze" Scales

because of their accuracy, reliability and durability.

Made in several styles. **"Pelouze" Postal Scales** are ready sellers. All the best dealers sell them. Write today for catalog.

PELOUZE MANUFACTURING CO.
232-242 E. Ohio Street, Chicago, Ill.

National..... 4 lbs.
Union .....2½ lbs.
Columbian ..... 2 lbs.
Star ..... 1 lb.
Crescent ..... 1 lb.

With the Cesco Loose Leaf Line You Are *Sure* of Repeat Orders

Cesco dealers know and the purchasing trade realize the high standard of quality behind Cesco Devices.

Each Cesco binder is the result of many years of experimenting and persistent betterment.

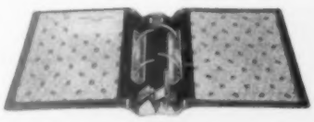
Are You a Cesco Dealer?

No other line offers such a salable assortment of Devices and Accounting Forms—popular because of their practical utility and simplicity.

We want to submit our budget of facts and figures—why *you* too should be a Cesco Dealer.

Send today for Catalog and full particulars.

The C. E. SHEPPARD CO.
MANUFACTURERS OF
LOOSE LEAF SUPPLIES
303-311 Hudson St., New York, N. Y.
CHICAGO PHILLADEPHIA



TRINITY CARBONS AND RIBBONS
LET US SELL YOU SOME

CARBON PAPER SERVICE

A two cent stamp will get us together.

Standard Carbon & Ribbon Co., Inc.
New York City

Business as Usual During Alterations to Map of Europe

The Acme

Seals Envelopes, Affixes Stamps, Labels, etc.

It is a simple little device made of brass, heavily nickel-plated. With it, the mail can be gotten out with greater speed and without licking stamps and gumming up the fingers. It applies the proper amount of moisture, an automatic air valve being provided to prevent flooding.

DEALERS——SALESMEN

Here is a device which moves quickly and easily. You can sell one for every stenographer's desk in your territory. Write for descriptive matter and discounts.

Retails for $1.00

COMMERCIAL SALES & MFG. CO.
SANDUSKY, OHIO

LOOK!

at this dial either in midday or in the darkness of midnight and you can tell the time readily.

A good time keeper in a **Solid Bronze** case.

Sent prepaid anywhere in the world for $2.50.

Send for folder describing it.

H. D. PHELPS

ANSONIA, CONN.

The "Anco" Pen and Pencil Clip

High quality—low price. Made in one piece of spring steel, ball point, heavily nickeled and highly polished. Write for prices.

The Ansonia Novelty Co., Ansonia, Conn.

Let us tell you about

TENACITY QUALITY
TENACITY SERVICE
TENACITY PRICE

The Tenacity Manufacturing Co.

INCORPORATED

READING, CINCINNATI, OHIO

Manufacturers of Loose Leaf Devices

"UP-TO-DATE" PENCIL AND FOUNTAIN PEN CLASP

Full Size

with complete interchangeable calendar—attractive, novel and useful. Clasp of standard design. Calendar under transparent celluloid. Two sizes—one for pencils—one for fountain pens. Clasps supplied on display cards.

STATIONERS—Get particulars and prices.
Order from jobber or send 15c for sample.

ARGUS MFG. CO., 128 So. Honore St., Chicago, Ill.

Just to remind you

of the fact that profit for you and permanent satisfaction for your customers lie in

Summit, Apex, and Cyclo

BRANDS OF

Typewriter Ribbons and Carbon Paper

and that we shall be glad to prove our contentions if you will but make the request.

No live dealer ever fails to investigate a proposition which promises permanent profits. There is no reason, is there, why you should not write us immediately?

UNION RIBBON & CARBON COMPANY

Main Office and Factory: Front and Laurel Sts., PHILADELPHIA

STATIONERY

Chicago, Ill.

Koelling & Klappenbach have been incorporated with a capital stock of $10,000. This is an old and widely known stationery house.

Dover, Del.

The Acheson Ink Company was recently incorporated with a capital of $100,000, to manufacture ink and printers' and engravers' supplies. E. G. Acheson, Sr. and Jr., of Niagara Falls, and Wm. M. Seaton of New York, are incorporators.

Missoula, Mont.

A new company has been organized at Missoula, Mont., under the name of the Office Supply Company, to take over the business of J. W. Lister. The new house is under the management of Mr. Boomer, an experienced stationery man.

Oakland, Cal.

W. J. Thomas has become a member of the R. H. Nicholson Company and on January 1 the name of the company was changed to the Nicholson-Thomas Company. Mr. Thomas has had an extensive experience in the office appliances line. He and the senior partner, R. H. Nicholson will continue to cover Pacific coast territory with their force of specialty salesmen, handling only office appliances and specialties of distinctive merit.

Philadelphia, Pa.

The new stationery store of Marcus & Co. at 1303 Market street, was opened on Saturday, December 11. The new store is under the direction of Sidney F. Marcus and Albert E. Frey. The original quarters at 10 and 12 North Thirteenth street will continue under the management of J. Marcus, founder of the business, and I. Marcus.

Salt Lake City, Utah.

The Arrow Press Company of Salt Lake, Utah, which does an extensive wholesale and retail business in stationery, has enlarged its store by half and completely rearranged the establishment.

San Francisco, Cal.

The well-known stationery house of Ben E. Calkins in Butte, Mont., was recently bought out by the McKee Printing Company, which has been operating large establishments in Butte and Spokane, Wash. The stationery department of the McKee company at Butte has been combined with the Calkins store.

* * *

The Office Specialty Company has discontinued business in Salt Lake, Utah, its stock having been purchased by the Shields Stationery Company of the same city.

* * *

Al Jones of the Bert M. Morris Company returned recently from a trip in the Northwest, where he says he found exceptional activity in Montana and a general feeling of great confidence among the trade in Washington and Oregon.

UNIVERSALLY USED

In vielen Geschaftskontoren in grossen Stadten benutzt man

"Cook's" Stenographenstühle

zu allgemeiner Befriedigung.

So ziemlich jederman hat schon in seiner eigenen Stadt mehr oder weniger von "Cook's" Stenographenstuhlen im Gebrauch gesehen.

Suchen Sie nach unsere Fabrikmarke, "Quality". Sie ist das Kennzeichen von Qualitat.

Wir erteilen gern alle Auskunft auf Verlangen.

Dans les bureaux de tous les pays principaux on trouve employées les

Chaises pour Dactylographes "Cook"

avec des résultats excellents.

Vous avez vu probablement en votre ville bien des chaises "Cook" pour dactylographes.

Cherchez notre marque de fabrique, "Quality". Cela est l'indication de la qualité.

Nous solicitons vos enquetes, si vous etes intéressé.

COOK QUALITY
REG. U.S. PAT. OFF.
CAMBRIDGE, MASS.
C.A. Cook Co.

En las oficinas de negocios de las principales ciudades se emplean las

Sillas de Taquígrafos "Cook"

con resultados excelentes.

Casi cada uno ha visto las sillas de taquígrafos "Cook" en su propia ciudad.

Busque nuestra marca de fábrica, "Quality". Es la seña de cualidad.

Invitamos la correspondencia de todos los que estén interesados.

Which means that Cook's "Quality" Spring-Back Typewriter Chairs are used in the principal cities of the world. Are you familiar with all the advantages which the Cook line offers? Get in touch with us. Our trade mark on every chair guarantees service.

C. A. Cook Company
Manufacturers
16-28 Osborn Street
Cambridge, Mass., U. S. A.

Investigate the Vul-Cot Dealer Offer Now!

SCARCELY more than a year ago we did something that no manufacturer of waste baskets has ever done before:—we placed a guarantee of five years wear on every Vul-Cot Waste Basket.

At the same time, we increased dealer discounts, and began a new, enlarged plan of helping dealers sell by means of national advertising, free circulars, window displays, etc.

GUARANTEED
VUL-COT Waste Baskets

The result is that half a thousand dealers are now selling Vul-Cots who never sold them before, and sales have increased nearly ten times.

Now we want you, too, to sell Vul-Cots.

We want to explain our dealer proposition, increased discounts, etc., so you can give the matter proper attention, also.

Send us your name, your firm name and complete address, to which you would like this matter sent. No obligation, of course, so write today.

American Vulcanized Fibre Co.
520-525 Equitable Bldg.
Wilmington, Delaware

UNIFORMITY of inking is one of the most important factors of a typewriter ribbon, and upon this we have reached the point — par excellence.

Our ribbons are made in the following writing strengths:

Extra Light—No. 31
Light—No. 34
Light Medium No. 37
Medium No. 40
Medium Heavy—No. 43
Heavy—No. 46
Extra Heavy—No. 49

The above writing strengths can be absolutely depended upon and the particular user will always get what he wants. The different writing strengths are also known by the numbers shown.

A trial order will display beyond doubt the absolute control under which our inking system is conducted.

COLUMBIA RIBBON & CARBON MFG. CO.
Columbia
CARBON PAPER
TYPEWRITER RIBBONS
NEW YORK, N.Y. U.S.A.

DIXON, HOLMES & DIXON
Proprietors

HEAD OFFICE and FACTORY
69-71 Wooster St.
New York City
Also
1305 Arch Street, Philadelphia, Pa.
212-213 Upper Thames St., London, E. C.

IDEAL
STENCIL CUTTING MACHINE

Marks your shipments with neat, plain addresses—saves time, dollars, trouble—prevents delays, disputes, losses—***Safeguards*** your shipments in transit.

FREE STENCIL Write us on your business letter head and we will send you a "FROM" stencil of your name and address, together with literature on the machine.

IDEAL STENCIL MACHINE CO.
151 Ideal Block, BELLEVILLE, ILL., U. S. A.

A Useful Typewriter Brush
THE NEW REX

made of bronze wire and bristle s. Will not injure type or machine. Most practical typewriter brush on market. Cleans without pins or benzine A rapid seller at an attractive price. Sells for 25c.

Send 15c for sample postpaid, and ask for dealer's terms.

KAYE & POUNSFORD, 6065 Broadway, NEW YORK

GERMAN STYLE
THUMB TACKS

MADE IN U. S. A.

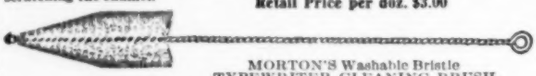
Also Round Head Brass, Steel, Enamel and Celluloid, in Display Cartons, Gross and 100 in a Box.

THE COMPLETE LINE

HAMPDEN HOGE 106 Fulton Street, NEW YORK

No connection with any other concern

This Typewriter Brush Sells Rapidly Because
it is made right and the price is right. The bristles are non-breakable. The tapering end permits the brush to be inserted in the smallest openings without scratching the enamel. **Retail Price per doz. $3.00**



MORTON'S Washable Bristle
TYPEWRITER CLEANING BRUSH.

Send 20c for sample postpaid and ask for dealer's terms.

MORTON MANUFACTURING CO., Louisville, Kentucky

HIGGINS

Drawing Inks, Blacks and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Mucilage
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.
Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.
Consumers, emancipate yourselves from the use of corrosive and Ill-smelling inks and adhesives and adopt the **Higgins' Inks and Adhesives.** They will be a revelation to you.

We protect the trade by referring all orders and inquiries thereto.

CHAS. M. HIGGINS & CO., Originators and Manufacturers Refined Inks and Adhesives
Main Office and Factory, Brooklyn, N. Y., U. S. A. New York-Chicago-London

TYPEWRITERS

Boston, Mass.

The Victor Typewriter Company took a whole page in the New York American of Tuesday, November 16, advertising the purchase of one thousand Victor typewriters by the Boston Board of Education for the use of the Boston public schools. The advertisement presented pictures of the Boston High School of Commerce and a cut of the Victor typewriter.

Denver, Colo.

Arthur W. Eaton, who opened the Underwood branch in Denver and was manager for over ten years, leaving the company in April, 1914, resumed his old position as manager in Denver on November 1, 1915. To celebrate Mr. Eaton's return his sales force with his able assistance turned in a volume of business just double that of the previous November.

Duluth, Minn.

Arthur Philstrom, who has had the city territory for the Remington Typewriter Company, has been seriously ill for the past sixty days. He has been taken to Philadelphia to consult a specialist.

* * *

J. E. Scanlan is the new manager of the Underwood Typewriter Company's Duluth branch, succeeding Andrew Kienly, who was manager here for several years. Mr. Scanlan is a veteran in the typewriter business, having started his career at Chicago about fifteen years ago.

* * *

R. C. Durham, who has been traveling the Escanaba territory for the Remington Company, has been promoted to the position of district manager of the Houghton (Mich.) sub-office.

* * *

J. H. Page, who has been covering the northern Wisconsin territory for the Underwood for the past year, has been promoted to the city territory, taking the place of Mr. Scanlan.

* * *

Max Rosenfeld is the new city salesman for the Remington Company at Duluth. Mr. Rosenfeld had the same territory in the country as Mr. Page of the Underwood.

San Francisco, Cal.

M. F. Creahan, special representative of the Reliance Typewriter Co., of Pittsburg, called on the local trade recently, and while here closed a deal with the C. H. Jenkins Company to take the coast agency for the new Reliance Premier machine.

* * *

C. H. Jenkins reports the sale of a number of Blickensderfer typewriters for Christmas presents.

St. Louis, Mo.

The Corona Typewriter & Adding Machine Company, which has been located at Twelfth and Olive streets, will soon remove to a new location at 204 North Seventh streets. The company states that their business is growing nicely and that they expect a large increase as soon as they are installed in their new quarters.

YOUR OWN BRAND

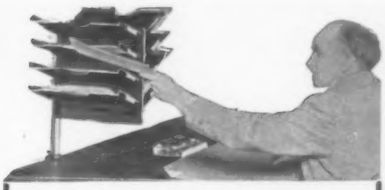
ADVERTISE YOURSELF

Your trade uses typewriter ribbons and carbon paper. You want to sell *good* ribbons and carbons. This combination can be worked out to result in more business and greater profits for you if you sell ribbons and carbons under your own name and brand. Then your customers will come back because they know where to go.

Send for samples of our typewriter ribbons and carbon paper. Try them out thoroughly. Put them to the most difficult tests. You'll decide they are the kind you'd be glad to have associated with your name.

Write today for samples.

U.S. Typewriter Ribbon Mfg. Co.,
Sansom & 8th Sts., Philadelphia, Pa.
CABLE ADDRESS—MUSTR.



THE EFFICIENT MAIL DISTRIBUTOR
Presents the Following Advantages:

SPEED Not only in sorting the mail but in getting started on the day's work. 100 years ago clerks came to the office at daybreak and stayed until late in the evening—now eight hours is considered a long day's work. The shorter working time becomes, the more emphasized is the importance of a quick start. Letters, invoices and all other papers are distributed swiftly and easily in this device. Eight compartments are directly at hand—no reaching about is necessary.

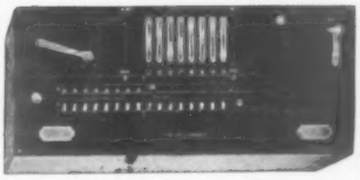
CONVENIENCE of CONSTRUCTION: The shelves are adjustable so that larger space can be allowed for departments receiving heavy mail and smaller space for those whose mail is light. The **EFFICIENT DISTRIBUTOR** can be swung away from the desk so that after the mail is sorted, correspondents can easily get their work without disturbing the person at the desk. And it can be removed from the support, dismantled with **the papers still on the shelves** and locked up in a desk drawer.

To Dealers and Specialty Men We Offer

an office device of merit. There is a large field and those who take up its sale will find it a source of profit. Write for further information and prices.

The Bailey Mfg. Co.
526 Fifth St., South, Minneapolis, Minn.

LEAST EFFORT BY OPERATOR



The computing machine that makes the least demand upon the operator is the

"MILLIONAIRE" Calculator

It requires but one crank turn for each figure in multiplier or quotient. All others require a turn for each unit of each figure.

The carriage containing multiplier and product rows is actuated automatically. In all other machines it must be moved by hand.

The machine itself detects any error the operator may make.

The MILLIONAIRE CALCULATOR is the most rapid, accurate and durable machine obtainable. The first MILLIONAIRE sold in this country, 15 years ago, is still in active use.

Demonstration free—incurs no obligation on your part. Booklet on request.

W. A. Morschhauser
1 Madison Ave., New York

Always Ready To Use

No water is ever required to moisten or soften the new liquid paste.

Carter's *CICO

Your customers will be delighted with a paste that never hardens or dries up.

Note how adjustable brush holder prevents sticky fingers.

A New Desk Jar

No. 724, 5 Oz. Jar

There is no water well in the new desk jar of Cico. Your customers buy all paste. No waste.

You will find Cico to be the best paste seller ever. Thousands of users are telling their friends to try that new Cico paste.

CICO is sold in quart and pint jars, desk jars and small bottles.

* (pronounced sy-ko)

The Carter's Ink Co.

Boston, New York — Montreal, Chicago

Viking Stationery File

The Original Steel Stationery File

PRICE $5.00

FACTS: Built on scientific principles. Each receptacle is a unit, easily kept clean. Headings distinguished at a glance. No wrinkled corners or soiled sheets. Pays for itself.

Patents Pending—Fits any desk drawer, separating envelopes, second sheets, legal size forms down to telegraph blanks. Receptacles adjustable as to depth.

Good Profits

Sales Agents wanted in every city.

Viking Sales Company, Minneapolis, Minn.

The Perfection Fastener Press

This machine should be sold by all office equipment dealers. It is highly efficient in operation, durable in construction, attractive in appearance. It is equipped with gauge for punching papers at uniform distance from margin. The base is iron with japan finish. Plunger and knob are highly nickeled.

We Make Paper Fasteners

Rockbarnes flat head and round head paper fasteners are made in our own factory. The material used is the best grade of half hard brass, and is warranted not to break.

These fasteners are packed one hundred to the box. In numbers one to four there are ten boxes to a carton.

Let us give you prices on Rockbarnes fasteners and the Perfection fastener press.

ROCKWELL-BARNES CO.

823 S. Wabash Avenue - - CHICAGO

THE Tengwall FILE

Bind your correspondence and loose-leaf accounting forms in the Tengwall File.

Its advantage is that a leaf may be inserted or removed instantly without disturbing the other leaves.

We are manufacturers of LOOSE LEAF LEDGER BINDERS — SECTIONAL POST BINDERS— Solid Post Binders, SPRING HOLDERS, Bills of Lading, Order Systems, Bill and Charge Blanks, Purchase Order Systems, Monthly Billing Systems, Combined Cash and Journals, Pay Roll, Leaves, Inventory Sheets, Voucher Records, Manifold Books, Bank Statements, Accounts Payable Systems, Indexes, Etc., Etc. Ask for Catalog. SAMPLES FREE ON REQUEST.

THE TENGWALL COMPANY OF ILLINOIS

2952 Sheffield Ave., Chicago **109 Broadway, New York**

PENS AND PENCILS

Danvers, Mass.

The Standard Crayon Manufacturing Company have found it necessary to make a material addition to their storage facilities on account of their largely increasing business.

London, England.

Harry Raphaal, selling agent for Graphite Products, Ltd., the London representative of the Joseph Dixon Crucible Company, has recently returned to England after a short visit to the factory at Jersey City. Mr. Raphaal in his moments of relaxation is an expert at parlor card tricks, and is in some considerable demand among his friends as a society entertainer.

New York, N. Y.

The L. E. Waterman Company Benevolent Society is planning a minstrel show in connection with its annual ball, which will take place on January 28, at Prospect Hall, Brooklyn. One of the features of the show will be a beauty chorus composed of thirty young ladies.

* * *

The sales force of the Eberhard Faber Pencil Company met during the middle of December in their regular annual convention at the factory, Greenpoint, Brooklyn, N. Y., where they laid out plans for the big campaign which will be conducted during 1916.

San Francisco, Cal.

An eight-pound boy was born into the family of Edgar P. Sparks, San Francisco manager of the L. E. Waterman Company on October 30.

* * *

John S. Stephens, western representative of the American Pencil Company, is at headquarters after about six weeks on the road, and Lewis Shafer, traveler for the same line, came in for the holidays.

* * *

A. B. Thomas, who recently opened an office in this city for Eberhard Faber, left for the east soon after the closing of the Exposition, after making arrangements for the shipping of the exhibit back to Newark, N. J., to be set up there for the celebration of the one hundred and fiftieth anniversary of the city. Mr. Thomas took with him the banners announcing the prizes awarded to the Eberhard Faber exhibit.

* * *

A. C. Bowles, coast manager for the Joseph Dixon Crucible Company, visited the trade in the southern part of the state in December and H. L. Hewson, traveler from this office, made a trip to the factory.

* * *

Herbert L. Hewson of the San Francisco branch of the Joseph Dixon Crucible Company has returned to California after a three weeks' visit to the factory—the first trip that he had ever taken to New York. In the January issue of "Graphite" the house organ of the Dixon Crucible Company, Mr. Hewson is described as one of the "Dixonites who Pencilize the Country." He has traveled quite extensively in the Orient and this perhaps is why he is able to take care of over a million square miles of territory for the Dixon company.

"K.B." BLANKS

FOR BONDS AND STOCK CERTIFICATES

SECURITIES AND ALL PAPERS OF VALUE

KUHN BROTHERS BANK NOTE ENGRAVERS

99-103 BEEKMAN STREET, NEW YORK CITY

PLAYING CARDS

Bicycle | Congress

FRONT OF BOX.

No.808

Ivory or Air-Cushion Finish.

FOR GENERAL PLAY

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular priced card in the world.

TRADE MARK

No.606

Gold Edges. Air-Cushion Finish.

FOR SOCIAL PLAY

Always Something New in CONGRESS.

Look for the name Congress on every box.

With new picture designs in colors constantly coming, other popular designs revised, dealers can always supply their customers with patterns suitable for any occasion

Keep your stock of Congress up to date.

The Official Rules of Card Games—Hoyle Up-to-Date—a complete book of rules for all Card Games revised each year

Also makers of 89 Treasury, 1 Bijou, 54 Initial, 202 Sportsman's, 88 Jumbo Bridge, 500 Five Hundred, 707 Cabinet, 39 Trophy Whist, and many other grades of Playing Cards. Also Poker Chips—all kinds and qualities—Card Dominoes and Educational Games. Write us for Catalogue Price List

THE UNITED STATES PLAYING CARD COMPANY

CINCINNATI, U. S. A.

THERE ARE RED RUBBER BANDS

And there are RUBY RUBBER BANDS!

A difference? Yes! For the RUBY are essentially high grade. There is a CHARACTER to them which is the result of unrelaxed vigilance in every process of manufacture, with the best Crude Para Rubber only to start with. It is the maintenance of this high standard which makes our 5 year guarantee something more than a form.

No dealer's stock is now complete without RUBY BANDS. They are made in all desirable sizes and are put up in a variety of popular priced assortments.

Our illustrated price list tells the whole story.—A post card will bring one.

EBERHARD FABER NEW YORK

EUREKA EYE SHADE

"AS LIGHT AS A FEATHER"

DARK DAYS

CLEAR HEADS

All winter long office men and women must work under glaring artificial lights and it is worth considerable to them to protect themselves from the resulting eye strains and headaches. Display the Eureka Eye Shade in actual use—post a notice in your store calling attention to the display and describing the protection afforded—and sales will be forthcoming.

Retail price 25 cents—Sold by all first-class Jobbers.

CHICAGO EYE SHIELD CO., 134 S. Clinton Street, CHICAGO

THE PERFECT PLUGLESS ROLL

For adding machines of all makes. We have eliminated the wooden core with its faults.

The Plugless Roll is guaranteed to contain 250 lineal feet. The stock is white wove, hard, sized writing, 18 pound folio, free from lint or dust.

If you prefer the 2 5-16 in. rolls with wooden cores, we will furnish them at the same price as plugless.

Write for samples.

GEO. IRISH PAPER COMPANY, Manufacturers

21 River Street, - Buffalo, N. Y.

CANADIAN HOUSE—Monarch Paper Co., Ltd., 60 Victoria St., Toronto

A Clasp With Many Uses

The Bankers' Clasp, besides holding down check-book stubs, holds checks and currency in pass books, holds valuable papers by fastening them to the lining of an inside pocket, is a ledger marker, keeps papers in groups, etc., etc.

Made of the best grade of clock-spring steel, either nickel-plated or japanned. Special imprint with orders of 100 or more. Retails at 15c. Individual orders filled direct if your dealer cannot supply you.

Samples furnished to dealers on request. Correspondence invited. Write for Booklet of different uses.

BANKERS' CLASP CO., 3671 Lafayette Ave., St. Louis, Mo.

GOLD PENS -- All Shapes and Styles

Imprint Work a Specialty

Prompt Repair Service

All makes Gold, Fountain, Styiographic Pens. Pencil Cases perfectly repaired and returned day received. Satisfaction guaranteed.

GEORGE P. GAYDOUL, 50-56 John St., New York

SPURGIN'S DOUBLE - QUICK INDEX

HIGH EFFICIENCY AT LOW COST

Spurgin's System for indexing correspondence combines the **alphabetic and numeric** principles, in the **most effective way** to secure important results not obtainable by any other arrangement.

As a method which practically **insures quick access** to correspondence, it is the most effective **"filing-to-find"** plan in use. For full descriptive matter, address

SPURGIN MFG. CO., Inc.

304-306 W. 69th St. CHICAGO

DOUBLE-QUICK REGISTERED LABEL

ADDING MACHINES

Duluth, Minn.

The Comptometer Company has recently moved its office to new and larger quarters in the Glencoe building. Thomas N. Martin, the local representative, reports a good fall business.

Los Angeles, Cal.

The local office of the Dalton adding machine has moved from their Hill street store to the Consolidated Realty building.

* * *

The Sundstrand adding machine is being represented by Bert Williamson, the agent of the Egry Autographic Register Company.

* * *

The Calculagraph is being demonstrated to local firms for cost keeping. A large number of these devices for computation of elapsed time are in use by local telephone companies.

New York, N. Y.

The Elliott-Fisher Company, whose New York offices have heretofore been at 366 Broadway, have leased new offices in the Astor building, 212 Broadway, for a term of years. They have also leased for a like term of years the second floor at 88 Park Place, running through to 28 and 30 West Broadway, for assembling and shipping offices. The offices in the Astor building will be for the use of the New York sales force.

Oakland, Cal.

The Marchant Calculating Machine Company sent T. J. MacHugh as special representative from their Oakland factory to promote the sale of their machines in southern California, where a number of machines are already in use.

San Francisco, Cal.

Pen. W. Page, who has been connected with the Typewriter Service Company, Sacramento, Cal., for the last year, has gone to San Francisco, Cal., with W. W. Erskine, California sales agent for the Dalton Adding Machine.

* * *

W. W. Erskine, district manager for the Dalton Adding Machine Company, says December was the best month in the number of machines sold in the history of this office, and he attributes much of the increase to the extensive publicity work done at the P. P. I. E., as many of the sales have been made to people who witnessed the demonstrations at the exposition.

Tacoma, Wash.

On January 1, 1916, the Burroughs Adding Machine Company created a new territory with headquarters in Tacoma, Wash. W. W. Cooley, who has been connected with the San Francisco office for the past eleven years, has been appointed sales manager for that territory. During the last year Mr. Cooley has been doing specialty work for the company, devoting particular attention to the Burrough's exploitation work at the Panama-Pacific and Panama-California expositions.

THE NEW BAY STATE TRANSFER CASE

"The best case on the market"

To insure strength and durability we are now employing the

LOCK CORNERED CONSTRUCTION

"The strongest method known"

Corners firmly glued together—not nailed.

The smooth paneling of the top and sides adds materially to the appearance of the case.

Finished in a rich golden oak.

Made in three sizes—LETTER—LEGAL-CAP—INVOICE.

Write for particulars and prices.

BOSTON INDEX CARD CO.

113 Purchase St., Boston

New York Salesroom: 395 Broadway, New York

No. 530
Letter Size
with Ends

'Stands for Quality" *Wagemaker* **"Stands for Quality"**

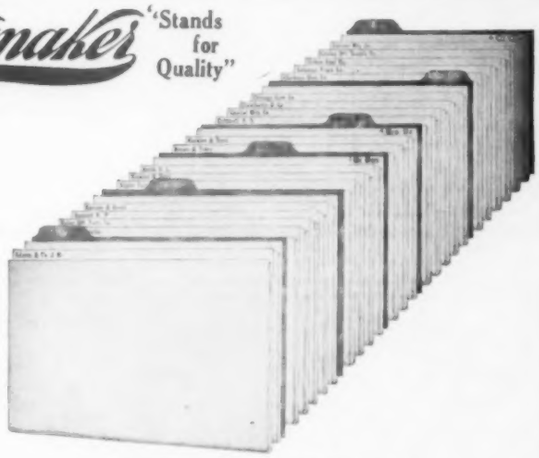
Wagemaker quality Upright for the price of a cheap cabinet.

Here is the **best** value in Upright Vertical Filing Cabinets with **full** panel detachable ends and full **panel** back, **lip front** drawers, full **roller** bearing supporters, **metal** followers and **cast** brass hardware. The construction provides a Sanitary Base, attached to the cabinet. This s only one of our **large** line of Sectional and Solid Filing Cabinets.

Supplies are the part of your business that is **perpetual.** Obtain your **own individuality** by having your **imprint** on **every** Index Guide. Put them out with your own **trade-mark** for we give you this service without extra cost.

We make a full assortment of Card Record Cards and Index Guides, Vertical File Guides and Folders. Also for Check Files, Document Files and Commercial Reports, Etc.

Get our complete Catalogue and Special Price List on Supplies.



A part of 40 Alpha. Sub-Div. Letter Size

WAGEMAKER COMPANY, Grand Rapids, Mich., U. S. A.

Desks of Quality

Roll Tops
Standing Desks
Flat Tops
Typewriter Desks

Bentley & Gerwig Furniture Co.

Parkersburg, W. Va.

Making Up The Pay-Roll The Quicker, Safer Way

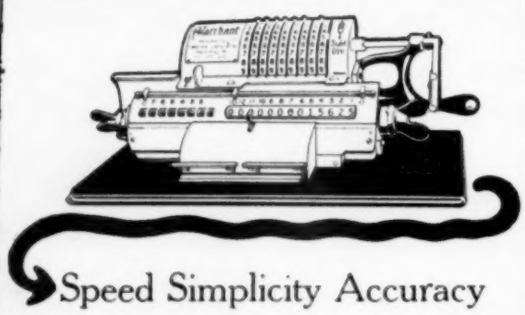
This machine enables you to make up your pay-roll in one-half of the time formerly required. It instantly delivers the exact change represented by the keys struck, direct into the pay envelope. One touch on the key and the entire operation is finished. Recounting is unnecessary for the machine is infallible. It cannot make a mistake. It is the most simple and easiest operated machine of its kind ever built.

The Lightning Change Maker

has but 26 keys. They operate as easily as typewriter keys. Their compact arrangement makes it possible to strike any combination of keys without changing the position of the hand. When the pay-roll is finished simply detach the envelope spout and the machine is ready for use by the cashier.

The Lightning Change Maker is made in three models—the pay-roll and bank model—the changer model for stores, restaurants, etc., and the theatre model. Detail description of each gladly sent on request.

THE BARRETT CHANGER COMPANY
812 Association Bldg. Chicago, Illinois



Speed Simplicity Accuracy

When you buy a calculating machine look for these points—Speed, simplicity, accuracy. They mean economy. They mean efficiency. The Marchant Calculating Machine has these features, and all wearing parts are guaranteed for five years. A thirty day free trial awaits your request. Write for booklet O-1.

THE MARCHANT CALCULATING MACHINE CO.
General Offices; Syndicate Bldg., Oakland, Cal.
Branch Offices Chicago, Ill. 3786 Cottage Grove Ave. St. Louis Mo. Railway Exchange Bldg. Baltimore, Md. 138 N. Front St. Pittsburg, Pa., 324 Diamond St., Los Angeles Cal. 921 L. A. Investment Bldg., Seattle, Wash., 425 Central Bldg., Minneapolis, Minn., 746 Plymouth Bldg. Cleveland, Ohio, 510 New England Bldg.

OTHER MACHINES

Los Angeles, Cal.

There has been a marked increase in interest in time recorders. The local agents of the Simplex time recorder have made several installations, one concern installing four of these machines for cost keeping, which resulted in an order for two from another firm.

* * *

E. M. Foster, manufacturer of a stamp vending machine, has brought out an all metal model of attractive design.

* * *

The Telo-Electric Company, who install telephone and signal systems in offices and factories, have moved their office to the Investment building, where they will be associated with the Business Equipment Sales Company, Inc. E. H. Abbott, manager, is an expert electrician, specializing on interior telephone systems, installing the Dictagraph Call-a-Phone and office intercommunicating systems.

New York, N. Y.

The American Check Protector Company, machines, devices, cash registers, novelties, has been incorporated in this city with a capital of $25,000. The incorporators are Ashton Parker, Joseph G. F. Squires and Walter G. Gooloy.

Rochester, N. Y.

Edwin P. Crocker, advertising and assistant sales manager of the Peerless Check Protecting Company until the consolidation of the company with G. W. Todd & Co., and since that time in the sales department of the new organization, on January 1 became general sales manager of the Lightning Letter Opener Company, also of Rochester, N. Y.

San Francisco, Cal.

The local offices of the Stenotype Company have been moved from the second to the sixth floor of the Underwood building, where they have more room and improved facilities generally. L. A. Arnold continues to look after the company's interest in this part of the state, while a new district is being established in the southern part of the state under the supervision of M. M. Link, who will make his headquarters in Los Angeles. Mr. Arnold says a number of high schools in California are conducting classes in stenotyping this year for the first time, and all reports indicate that the students are enthusiastic and are making rapid progress. With the changed policy of the Stenotype Company in selling machines, Mr. Arnold is counting on a big increase in business during the next few months.

* * *

C. E. L. Shaw of the Addressograph department of the H. S. Crocker Company announces that a suit brought against himself and the company for making derogatory statements about a rival machine has been decided against the plaintiff, a decision which should be of general interest, as a decision on the other side would have made it very difficult for a specialty salesman to work in competition with other lines.

Something Different

FOR the man who wants a distinctive setting for the directors' room, reception room, or private office, STOW-DAVIS has facilities for manufacturing furniture on special order. The illustrations show two pieces in walnut, made for a bank. STOW-DAVIS special order furniture is of the same high standard as the regular lines—the highest grade office and bank furniture manufactured.

For a more intimate knowledge of this furniture, write for the artistic STOW-DAVIS catalog.

STOW AND DAVIS FURNITURE COMPANY, 80 Front Ave., Grand Rapids, Mich.

No. 3 Combination Typewriter Stand

Ideal Tubular Stands

are now used by practically all leading manufacturers of office machinery of every kind for which a stand is necessary.

If you are interested in a stand that will increase the value of your product, send us your specifications and we shall be pleased to submit sample with quotations at our risk.

The cuts herewith show but two of a great variety of styles.

Cut at left shows model No. 3 combination portable and rigid typewriter stand. Same model with all its advantages will be furnished for any other office machinery.

Mount your machine on our stand, roll it to your work, throw the crank to other side, and you have a rigid stand.

Write for circular with prices and discounts.

Burroughs Adding Machine On Our Stand

Fowler-Manson-Sherman Cycle Mfg. Co.
1447-1455 W. Austin Ave., Chicago

Bigger opportunities for Fox dealers than ever before

To dealers already acquainted with the wonderful successes of Fox dealers everywhere it will hardly seem possible that any bigger opportunities could exist for them. The value of a Fox Typewriter agency increases in leaps and bounds every year. The business done in one year brings additional business the next because Fox Typewriters advertise themselves as none other in the market can do. That is the experience of Fox dealers during many years in every corner of the world.

Right now contracts of particularly profitable proportions may be made by a few dealers in territories not adequately represented. No better time ever existed for taking advantage of the Fox name for supremacy, easy sales and good profits. These territories will not be open long. Write or wire at once. *Please Mention Office Appliances.*

Fox Typewriter Company
3101-3111 Front Avenue GRAND RAPIDS, MICHIGAN

From Office Appliances for January

Name .....

Address .....

"In five Minutes"

WILL you set aside just five minutes of your time to listen to a plain statement and demonstration of the extraordinary money-saving advantages of Proudfit Loose Leaf Devices?

So confident are we of what your judgment will be that we are willing to undertake the expense of securing the interview and leave the decision to you after a comparison of the advantages of our devices with any others you may use or know about.

Just such demonstrations as we request have succeeded in placing

Proudfit Loose Leaf Devices

in some of the largest and most careful business institutions in this country and caused our business to grow from a small beginning to its present splendid magnitude. All on account of the practical, revolutionary idea we possess, coupled with conscientious workmanship.

Such a proposition as ours must be demonstrated to be appreciated. Five minutes is all we ask; our instructions to our salesmen are not to exceed five minutes unless at your request. We propose to show in that length of time how you may effect a splendid economy in your business. May we have the opportunity? Write us.

THE Proudfit LOOSE LEAF COMPANY

Factory and Executive Office
GRAND RAPIDS, MICH., U.S.A.

THE ONLY ADJUSTABLE POST-BINDER ON THE MARKET

Here's a simple device that enables the office boy to bind into book form "in a jiffy" any kind of loose leaf records.

The "F-B" Loose Leaf Holder

Pat. May 13, 1913.

is adjustable to any distances between punch holes and to any size of paper.

The retail price is $3.00 a dozen with liberal discounts to dealers.

ROCKHILL & VIETOR

Sole Agents

Dept. "F-B" 22 Cliff St. New York City

Branch: 180 N. Market Street, Chicago

LOOSE LEAF

Chicago, Ill.

Fred H. Harris, for five years a member of the staff of the Kilham Stationery Company of Portland, Ore., has been made manager of the new Chicago office of the Heinn Company of Milwaukee, makers of the Badger line of loose leaf devices.

Holyoke, Mass.

The annual meeting of the salesmen of the National Blank Book Company was held in Holyoke early in December. Salesmen were present from all parts of the country. An enjoyable dinner was given on Thursday evening, December 9, at the Hotel Nonatuck. At this dinner fifty persons were present.

Milwaukee, Wis.

Harold E. Hawkins, who has been actively engaged in the loose leaf business for a great many years, and widely known in the stationery trade, is now connected with the Stationers Loose Leaf Company of Milwaukee and New York. He is now covering the central states and is meeting with exceptional success in the sale of the new Miller Flexi-Post binder, "a ledger that grows with the business." Mr. Hawkins will have an interesting story to tell about the "Flexi" line of binders.

Ottawa, Canada.

J. F. Neville, 196 James street, who for the last five years has been engaged in the manufacture and sale of loose leaf systems supplies for the trade, has recently disposed of his interest in this business and will enter the stationery and office equipment business in the capacity of jobber and manufacturers' agent. For the present it is his intention to maintain an office with sample rooms only.

San Francisco, Cal.

Harry Donohue, formerly manager of the H. S. Crocker bindery, has been transferred to the main salesroom on Market street, where he has assumed charge of the loose leaf department.

* * *

The Isaac Upham Company recently took the agency for the line of binding strip, designed for use in filing loose sheets in convenient form, made by the U-File-M Binder Manufacturing Company of Syracuse, N. Y.

* * *

Ernest Wallace of the Bert M. Morris Company, which represents the Sam'l C. Tatum Company and other lines in the western territory, has returned from an eastern trip, during which he spent several days at the Tatum factory.

* * *

The Schwabacher-Frey Stationery Company has been carrying on an energetic campaign with the Wilson-Jones loose leaf line in a wholesale way for some time, carrying a very complete stock for distribution to the trade.

* * *

E. J. Scollard, recently appointed Pacific coast representative of the Wilson-Jones Loose Leaf Company, visited the San Francisco trade in December on his first trip after spending a week or so in the southern part of the state.

THE EUREKA BLOTTER BATH and THE EUREKA SANITARY COPYING CLOTH

constitute a perfect sanitary system of letter press copies. The impregnated stone composition bath affords an absolutely even distribution of moisture to the cloth, at the same time precluding bad odor, mustiness or mildew. The wire net in the composition makes the bath practically unbreakable. They are furnished in all sizes from correspondence to waybill.

The patent chemical surface cloth which we furnish with non-raveling edge, insures clean cut copies.

There are more Eureka baths in use than all others combined.
Sold Exclusively Through Dealers
Write for the Eureka Booklet

THE EUREKA BLOTTER BATH COMPANY, 6215-17-19 Wentworth Ave., CHICAGO, ILL., U. S. A.

ELLIS MECHANICAL POSTING MACHINE

Bookkeeping

Ledger Posting

Monthly Statements

All Kinds of Adding Machine Work

Bank Work Minimized

ELLIS ADDING TYPEWRITER COMPANY
Newark, New Jersey

A PERFECT WORKING DEVICE

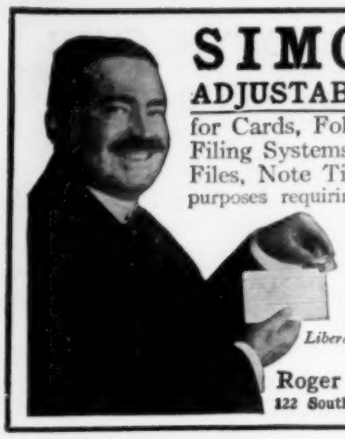
The McM. Push Button Binder

"It works like an electric switch"

Solid or Sectional Posts—Interchangeable
Any Binding Style—Any Size

Ask your dealer or write to

McMillan Book Co., Syracuse, N.Y.



SIMONSON

ADJUSTABLE METAL TIP

for Cards, Folders, Card Indexes, Filing Systems, Follow-up, Check Files, Note Ticklers and all other purposes requiring an Adjustable Tip.

Slips easily on and off but holds with firm grip. Has removable name slip, lasts indefinitely and does not mar card or folder.

Liberal Quantity Terms to Dealers. Samples Free.

Roger A. Simonson & Co.
122 South Michigan Ave., CHICAGO

Sample 25c Postpaid

Big Profit to Dealers

The only brush that will clean all parts of machines. Small end cleans type, large end cleans in between keys, under carriage, the type rods and all hard-to-get-at places. For typewriter, billing and adding machines it cannot be beat. Total length 14 inches. All bristles.

Adopted by Business and Public Schools, Public Institutions, Hospitals, U. S. Government and City Departments and the Largest Concerns in the Country.

If you use any quantity of wire twisted brushes, send samples and our prices will be interesting

CLEANALL TYPEWRITER BRUSH CO., Mfg. of Wire Twisted Brushes, 946 TELLER AVE., NEW YORK

Filing Cabinets, Desks, Desk Files, Transfer Cases, etc.

Exclusive Improvements, Lowest Prices, Satisfaction Guaranteed.

JUST A CARD TO REMIND YOU

that we have more to tell you about

AUTOMATIC Filing Devices

in a 72-PAGE CATALOG which is yours for the asking—write today

THE AUTOMATIC FILE & INDEX CO.
145 PEARL STREET, GREEN BAY, WIS.

Life Size

CLINCH PAPER CLIPS

Their simplicity accounts for their inexpensiveness and great adaptability.

Try a few prepaid at these prices: 1,000, 30c; 5,000, $1; 10,000, $1.90. F.O.B. Buffalo, bulk, 100,000 clips, $5.75; 500,000 clips, $26.25; 1,000,000 clips, $50.00

THE BLACKHALL CO., - Buffalo, N Y.

DAISY WIRE GOODS

INDESTRUCTIBLE ——— ECONOMICAL

Waste baskets in a wide range of sizes, to retail at 50c and up.

Umbrella stands, light, strong and artistic, made in two sizes, to retail at $1.00 and $1.50. Rubbish burners, made of galvanized wire electrically welded. Can be nested for shipping. Four sizes to sell for $1.00 to $3.00.

Jobbers and Dealers, Write for Prices

THE MASSILLON WIRE BASKET CO.
Manufacturers
MASSILLON, OHIO, U. S. A.

FURNITURE

Augusta, Ga.

Murphy & Farrar, Inc., have added an office furniture department to their already well established book and stationery business, and are now prepared with all kinds of commercial stationery and office supplies, to fill the wants of any office. They carry desks, chairs and filing devices in wood and steel and with their other goods, will be among the leading office appliance dealers in Augusta. The company secured the services of W. K. Elliott, formerly manager of the Jowett's Stationery Store, who will have charge of the new department. Mr. Elliott is one of the most thoroughly experienced men in the South and is considered an expert on systems.

Duluth, Minn.

C. T. Anderson is a new man handling the Safe-Cabinet in this territory. Mr. Anderson travels out of the Duluth branch.

Los Angeles, Cal.

Safe-Cabinets sold by Gilbert C. Lutz, manager of the Safe-Cabinet Company, are being installed in each suite of rooms in the Merritt building, which is in the course of construction at Eighth and Broadway.

Providence, R. I.

The Anthony Furniture Company, Robert L. Anthony president and treasurer, has taken over the assets and good will of the Anthony & Cowell Company, which went into a receiver's hands June 4, 1915. It is announced that all creditors will be paid in full.

San Francisco, Cal.

A. Carlisle & Company recently received a full carload of All-Steel filing cabinets, which they have been featuring very strongly for the past year. They report a very busy month in all office goods.

* * *

Isaac Wagemaker of Grand Rapids, Mich., manufacturer of the Wagemaker line of office furniture, visited the local trade the past month, coming up from Los Angeles.

* * *

The C. H. Jenkins Company has just received a car of Meilink safes, which had been held up at New Orleans since the closing of the Panama Canal. The shipment was very welcome, as stock was getting very scarce here.

Wabash, Indiana.

The Wabash Cabinet Company of Wabash, Ind., manufacturers of the famous Wabash filing devices and filing device supplies, have purchased all rights, titles and interests of the Rockwell & Rupel Company, and Rockwell Wabash Company, and will be in a position to supply all users of the Rockwell-Wabash line of filing devices with duplicate or additional sections. This purchase is significant from the fact that the Wabash Cabinet Company originated and manufactured the Rockwell-Wabash line for the Rockwell-Wabash Company, and now after an absence of thirteen years it comes back to its old home on the banks of the Wabash, where old friends, customers and users will find the latch-string always out, and where the promise of a royal welcome awaits them.

DAN-DEE

FIRE PROOF WASTE BASKETS

Not only will this Basket protect the user against the ever prevalent danger of Waste Basket fires, but will last practically forever and add materially to the pleasing appearance of an up-to-date office.

These baskets can be supplied in a great variety of finishes.

Catalogue and Prices on Request

ERIE ART METAL CO.
ERIE, PENNA.

THE EMERALITE DESK LAMP

YOU SELL EVERYTHING FOR THE DESK BUT THE LAMP

The EMERALITE Desk Lamp should be as much a part of your stock as any other office accessory.

It may be a new line for you, but it's the new lines that add the extra profits.

Write us today for our dealers proposition which will interest you.

H. G. McFADDIN & CO.
44 Warren St. New York City

Here's How To Cut Costs in YOUR Mailing Department

HERE'S a book that tells how to do away with that last hour rush in mailing department—that hour when more help is needed—when more speed is wanted. Describes in detail methods of handling mailings in actual use by businesses big and little—methods that will make your mailings more efficient. The book is FREE if you write for it on your business letterhead.

FREE

ACORN THEXTON ENVELOPE SEALER

—the machine that makes it possible for one operator to do the work of several—seals your envelopes neatly, carefully, accurately, and gets your mailing out—on the dot. Motor driven—strong—simple to operate—and always ready for work. Made in four models—a size for every business—$80—$65—47.50—27.50. Write for FREE book—and the facts on this money-saving machine NOW

DEALERS—Write for our special proposition

Motor Driven $65

ACORN BRASS MFG. COMPANY
426 South Clinton St., Chicago, Ill.

No. 386. Oak Revolving Office Chair

No. 386½. Oak Stationery Office Chair

No. 387. Oak Revolving Stenographers Chair

Write for Exclusive Agency.

Dealers Only

We have been making chairs for 50 years. We ought to know how.

The Buehner Chair Co.
Evansville, Ind.

Makes Your Work Easier

By simply turning this easy ball-bearing wheel, the stand is adjustable to any desired height

Adjustable to any height and after easily and quickly and noiselessly moving the Adding Machine on its perfect rollers to any desired place or position, the Stand is held absolutely rigid by simply TRIPPING THIS LITTLE FOOT LEVER

ADJUSTABLE TABLE CO.
GRAND RAPIDS, MICH.
Also from Adding Machine Agents & Salesmen

The Chicago Glass Desk Pad

Absolutely Dust-proof

THE Chicago Glass Desk Pad provides a smooth, hard writing surface, protects the desk, is strictly sanitary and improves the appearance of the office.

The glass which extends to the edge of the pad and leaves neither pockets nor cracks to collect dust, is made of plain and beveled glass, and rests on a leatherette base. The glass can be raised easily without being pushed over top of desk or table.

Price $3.00 to $7.00 Attractive terms to dealers.

CHICAGO MIRROR AND ART GLASS COMPANY
Established 1890
216-220 N. Clinton St., CHICAGO, ILL.

Graffco
TRADE MARK REG. U.S. PAT. OFF.

VISE SIGNALS

simplify

Credit Systems—Follow Ups
Collections and All Business Detail

This is an unusual case: A school in Michigan dealing with mental disorders uses Graffco VISE SIGNALS to show the progress made by the various pupils. By means of the twelve colors this is made very easy and proves an accurate and valuable ready reference.

In the ordinary business house, however, Graffco VISE SIGNALS are useful for collections, credits, follow ups, renewals, to indicate expiration of contracts, and so on through every department. They attach instantly to card index or file.

Graffco VISE SIGNALS are in use in the largest offices in the country; department stores, florists, hospitals, retail shops and every type of business find them savers of time and trouble. Send today for samples.

George B. Graff Co., 294 Washington St., Boston, Mass.
Mfrs. of Graffco Index Tabs and Vise Clips

VISIBLE AUTOMATIC FILING **Agents Wanted**

Complete Unit Sample FREE

Write now, and see how easily you can keep the name on each card exposed to view, by the Best self index, automatic and visible system. Catalogue and testimonials on request. Complete unit if you write on business letterhead.

BEST INDEX CO. **Augusta, Ga.**

Celluloid Tipped Guides

Offer your particular trade better Guide Cards—fewer of them.

Celluloid Tipped Guides will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his card index file the well-kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO., 701 to 709 Arch St., Phila.

The Adams College Book Rings

The Adams College Book Ring is a Universal ring for perforated binders and papers. This ring is easily operated and allows the sheets to lie perfectly flat. The most satisfactory ring ever invented. Beware of imitations.

Our goods are handled by leading stationers. If you do not carry them write us at once for catalog. Order through your jobber.

HENRY T. ADAMS, 6823 So. Chicago Ave., CHICAGO, ILL.

Established 1875 Incorporated 1900 Still at it 1916

We Make Covers

For Typewriting, Computing and all Other Kinds of Machines Having Bright and Polished Surfaces.

OFFICE FURNITURE and *everything* with *bright surface* should be so protected. We are large manufacturers of these goods and believe we make the greatest quantity and variety.

Send us *sample* or *diagram* of *your article* and we will quote you prices and send sample of the material.

No article too large or *too small* for us to make and figure upon.

Wm. H. Wiley & Son Co., Hartford, Conn.

RIBBONS AND CARBONS

Chicago, Ill.

Charles Stanton, secretary of the Crown Ribbon and Carbon Manufacturing Company, visited the Chicago branch of the company last week on his way from Rochester to St. Louis.

* * *

F. F. Harris, manager of the Chicago office of The Carter's Ink Company, is now chairman of the Ways and Means Committee, Section 77, of the Chicago Association of Commerce.

* * *

The Crown Ribbon & Carbon Manufacturing Company has opened a Chicago branch at 542 South Dearborn street under the management of Charles H. Wood, for many years connected with the typewriter ribbon and carbon paper business in Chicago and vicinity.

* * *

A meeting of the western salesmen of The Carter's Ink Company was held during the week of December 16. President R. B. Carter, General Manager C. B. Gordon, and Advertising Manager F. W. Taft were also present at this meeting, which was both an enjoyable and profitable event. A dinner was given at the conclusion of the sessions.

* * *

The newly-opeend Chicago branch office of the Crown Ribbon and Carbon Manufacturing Company, Rochester, N. Y., has been getting some excellent results. Six experienced "live-wire" salesmen have been added to the Chicago sales force during last month. They are: Frank Jones, a stationery salesman who has been in the business for more than twenty years; W. C. McCann, a carbon paper salesman who has worked with Charles H. Wood for several years; R. A. Copeland, a former Burroughs adding machine salesman; E. E. Kressin, formerly salesman for the Butler Paper Company; Walter Kolloff, who has been transferred to Chicago from the St. Louis office of the Crown Ribbon and Carbon Manufacturing Company; and O. C. Bacharach, who has had considerable selling experience in other lines.

San Francisco, Cal.

Having practically completed preparations for the opening of a branch office in Los Angeles, Cal., the Edmund S. Lancaster Company is now making preparations for establishing headquarters in Seattle, Wash., and Portland, Ore.

* * *

C. H. Jenkins, manager of the local distributing depot for Carter's ribbons and carbons, recently received a large shipment of these goods, including a full assortment of colors, but says they went out almost at once and he had to send in a rush order for more. Mr. Jenkins spent a week in Los Angeles shortly before Christmas, and while there was the guest of E. S. Dearing, traveler for the Carter's lines, who is there with his family for the winter. Mr. Jenkins says business in the South was very brisk.

St. Louis, Mo.

The St. Louis office of the Crown Ribbon and Carbon Manufacturing Company, in the Century building, has leased additional space adjacent to its present offices to take care of its growing business.

THE POLAR
Glass Desk Pad

No. 1—Size 18x24 . . . . . $3.50
No. 2—Size 20x34 . . . . . 6.50

Made in Two Popular Sizes

A thin, flexible foundation pad under a thick $\frac{3}{16}$" plate glass

Foundation pad is made of green moire top and bottom, with four neat-fitting brush brass corners which fit closely against the edge of the glass.

The green moire always showing through gives a handsome and attractive appearance.

Glass can be raised with one finger, permitting price-lists, maps, calendars, etc., to be placed underneath for quick and ready reference.

The foundation pad does not extend beyond the edge of the glass.

NOTHING TO WEAR OUT

A Liberal Discount to Dealers

A few of our other practical office articles which all dealers should know about:

Polar Desk Reminder.
" Pocket Index Card Cases.
" Cut Glass Paper Weights and Trays.
" Center Desk Drawer Trays.
" Side Desk Drawer Tray.
" Paper Weight and Memo. Pad.
" Penknife and Ink Eraser Blade.
" Signature Blotter Book.
" Valuable Paper Wallet.
" Furniture Top Protectors.

Dealers write for complete information

Polar Manufacturing Co.
611 Cherry St., Philadelphia, Pa.

High Grade Salesmen and Stationers

have found that there is quick turnover and a big margin of profit in selling the new gold-finish

RUSH-ERASER

—a de luxe article at a moderate price.

The RUSH-ERASER appeals to the customer by reason of its novelty, utility, economy and beauty.

It uses no rubber, acid, or blades, yet does the work of all them.

It erases writing ink, printing ink, and typewriting with a stroke or two, and leaves the surface of the paper smooth and clean.

It is a handsome article in any of the three finishes — solid gold, solid gold plate, or Sterling silver.

Sample, gold plated, sent postpaid for 50c and the name of your stationer.

Elegant display sign in gold and silver free to the trade.

Write today for our attractive offer to side line men and retailers. Liberal discounts to the trade.

RUSH-ERASER CO.
825 S. A. & K. Bldg. SYRACUSE, N. Y.

Pat. Appl'd For

CLIMAX
SQUARE TOP PAPER CLIPS

The Best and Most Economical Paper Fastener on the Market.

Packed 1,000 to the box;
1,000 Postpaid on receipt of 25 cents.
6,000 Postpaid on receipt of one dollar.

Packed 10,000 to the box
F. O. B. Buffalo:
50,000, 8 c per 1,000
100,000, 6½c per 1,000
500,000, 6 c per 1,000

BUFFALO AUTOMATIC MFG. CO.
257 Washington St., Buffalo, N. Y.

Index Cards
Guide Cards
Manifold Paper
Folders

TYPEWRITER PAPERS

100 Different Lines

Let's get acquainted—Write

ELSINORE PAPER CO., 29 Beekman Street NEW YORK CITY.

There Is Big Money in Automatic Card Printing

The Automatic prints while you wait

Business and Calling Cards, Tickets, Invitations, Announcements; and many others. **Prints 100 per minute, 6000 per hour. Write today for our free catalog 40.**

S.B.FEUERSTEIN & CO.
542 W. Jackson Blvd.
CHICAGO

Made in sizes 8, 12, 16, 24 and 36 inches and three styles. With Table and without, also on stand. $4 to $70.

Draw Cut—no clamp required.

Useful, durable, reliable for cutting paper, cardboard, cloth, thin leather or wood veneers. *Extensive Line of Lever and Power Cutters, Printing Presses and Accessories.* Write for literature. State requirements.

GOLDING MFG. CO., Franklin, Mass.

"FAULTLESS"
Pen and Pencil Clips

GUARANTFED

Made in three sizes—Pencil, Medium and Large Pen sizes. Mounted three dozen on a card in any assortment desired.

Finished in Ebony black, which is new and exceedingly durable. Heavy bright nickel. Electro gold plate. For neatness and practicability this clip has no equal.

L. D. VAN VALKENBURG, Manufacturer
HOLYOKE, MASS. U. S. A.

VALUES
IN REBUILT AND ROUGH
TYPEWRITERS

Send in the Order

—— you will receive ample evidence of the quality of our product.

—— and you will eventually find that the promptness in handling the initial order is a part of our service, just as much as the quality of the typewriter.

—— and the prices will be satisfactory to your customer — and profitable, as well, to you.

Write for our special price list.

Young Typewriter Co.
62 West Madison Street
CHICAGO, ILL.

This adv. in System—read by 500,000 progressive business men, department heads, office managers, bookkeepers, clerks, etc.—shows the advantages of the

MARSH
HYGIENIC-RUBBER
Finger Pad

A necessity to all who handle papers, money, letters and records of any kind.

Sells readily at 10c

Supply the demand and get your profit.

Write for dealer proposition and quantity prices.

DAVOL RUBBER COMPANY
PROVIDENCE, R. I., U. S. A.

TODD PROTECTOGRAPH CO.

Manufacturers of the

Protectograph and Protectograph Check Writer

(Todd Patents)

Peerless Check Writer
PROTOD Registered Checks

World's Largest Makers of Check Protecting Devices.

1129 UNIVERSITY AVE.
Rochester, N. Y.

Mr. Typewriter Dealer

Have you taken into account the fact that we probably can furnish you with just the typewriters you want?

We are wholesalers only in rough and rebuilt machines, carrying a large stock on hand and every machine is the finest selected stock ready for your customer.

With our connections we are prepared to take care of you and our quotations are worth getting.

Export Trade is of Particular Interest

Write for our price list No. 27 today, you'll find it worth your while.

N.T.E.Co.

National Typewriter Exchange Company
Equitable Bldg Boston, Mass.

HIGHEST EFFICIENCY
IN THE DISTRIBUTION OF YOUR CORRESPONDENCE
CAN BE OBTAINED
BY USING
The Bristow Radial Distributor

MODEL 8 **PRICE $5.00**
Clears the Desk of Baskets and Trays

The above cut illustrates our Model 8 Distributor when fully set up. Any number of compartments less than eight are obtained by leaving out some of the partitions, all of which are removable or insertable at will. Size of base, 12 in. x 6½ in. x 3½ in. All metal construction—finely finished.

An Indispensable Feature of Every Well Equipped Office

If the size shown above is not suited to your needs send for our circular illustrating the other sizes.

Liberal proposition to dealers and office outfitters.

FREDERICK BRISTOW
54 Lawrence St., Newark, N. J.

CATALOGUES

D. W. Beaumel & Company, 35 Ann street, New York, manufacturers of fountain and stylographic pens, have issued an interesting catalogue of their lines. This work is a very thorough exposition of the extensive Beaumel lines, and all those who are interested in fountain pens from the standpoint of the dealer should embrace the opportunity to obtain copies, which will be sent upon request. All dealers who maintain a catalogue file will desire to obtain one of these new catalogues, and those who have not heretofore appreciated the utility of such a classified collection of valuable information would do well to begin it with the new Beaumel booklet.

* * *

The Yawman & Erbe Manufacturing Company has favored us with a mailing folder pointing out the advantages of the "Y and E" steel transfer cases. This folder is richly illustrated and shows the mechanism of these transfer cases in a most convincing way.

* * *

"The Dictaphone Mouthpiece" for the middle of November bears among other things a full page of photographs of the leading salesmen of the Dictaphone organization. It seems that the month of October was the largest month in two years in point of sales, the honors of the month falling to C. V. Scott of St. Louis, Mo. A list of some of the new users of the Dictaphone gives interesting food for thought.

* * *

The Clemetsen Company of Chicago, manufacturers of the Clemco office desks, 2608 Flournoy street, now have on the press a new and interesting catalogue of their products. This catalogue will be ready for distribution about February 1 and will show the complete Clemco line. The new catalogue will be handsomely printed and will present a number of new patterns for the trade.

* * *

The Milwaukee Chair Company, Milwaukee, Wis., who specialize upon fine chairs for offices and for other uses, on January 1 issued a revised price list of their entire line. The prices given are subject to a liberal discount to dealers. This is known as revised price list Number 52, and dealers who desire a copy may so designate it. The company's general sales offices are at 910 South Michigan avenue, Chicago. The New York branch is at 374 Broadway, and the Pacific Coast branch is at Second and King streets, Seattle, Wash. The factory is at Milwaukee.

* * *

A handsome office desk catalogue is that of the Bentley & Gerwig Furniture Company, Parkersburg, West Virginia. Its forty-six pages are brim-full of information about the handsome and useful desks made by the Bentley & Gerwig Furniture Company. This catalogue is bound in brown covers with gilt title and is printed upon high grade paper whose finish makes the half-tone cuts stand out like photographs. Many beautiful designs of flat top and roll top desks in sanitary and pedestal styles are presented. Bookkeepers' standing desks are also included. This catalogue is a fine exposition of high grade desk manufacture.

Are You Getting Your Share

of this Special Loose Leaf Business? Your own city council does or should keep their records in the

BARRETT
Congressional Binder

It is used by legislatures, city councils, and other deliberative bodies for filing records of proceedings quickly and in readily-accessible form.

Many attorneys keep the records of their more important cases in the Barrett Congressional Binder. Its open back gives unlimited capacity.

The Barrett Congressional Binder has unlimited capacity and is furnished in all sizes and finishes. The trade discount on this binder makes selling it well worth your while. Our free bulletin will tell you more. Send for it.

THE BARRETT BINDERY CO.
726 Federal St., Chicago, Ill.

OUR NEW YEAR'S PRICE LIST

covers just the machines you want at prices which will enable you to make real profits on your rebuilt typewriter business. There are several

good bargains — machines - in - the-rough, refinished, and rebuilt—all standard makes.

Immediate Shipment

Write today for our January 1 list 16-L.

TYPEWRITER EMPORIUM
34-36 West Lake Street
CHICAGO
(Established 1892)
Largest Independent Dealers in the World

Hotel Charlevoix
Detroit, Mich.

A 200 room hotel, completely furnished and equipped. 150 rooms with private bath. An Ideal Location. Absolutely Fire Proof.

Rates, $1 and $1.50 without bath. $1.50 up with bath.

GRINNELL BROS., Props.
Horton M. Kellogg, Mgr.

"The Inn Beautiful"

The Mizpah

SYRACUSE, NEW YORK
Montgomery and Jefferson Streets

Modern in every detail—Centrally located — Fireproof construction.

Room with hot and cold water, $1.00-$1.25
Room with bath..... $2.00

NO TIPS ALLOWED

Keep Posted

on developments in the office appliance field. Read OFFICE APPLIANCES regularly and you will have reflected on your desk descriptions of new devices, important changes in organizations, and a large amount of other interesting material which cannot be obtained elsewhere. Sample copy upon request.

OFFICE APPLIANCES
417 S. Dearborn St., Chicago, Ill.

The DETROIT COIN WRAPPER

IS THE BEST MADE
Our sales of over 144,000,000
Attest this.
Made in 14 sizes, to fit U. S. and Canadian Coins.

DEALERS We have attractive offers for you to handle our Wrappers, Coin Cards, Coin Bags, Bill Straps etc.

COIN MAILING CARDS

Best for sending Coins safely by mail. "Stock Form" (see cut) holds any fraction of a dollar. 12 prepaid 10c; 100 prepaid 75c; 1,000 (any printing) $3.50; 5,000, $10.00. Over 9,500,000 of our various styles sold.

THE DETROIT COIN WRAPPER CO.
371 Harper Ave., Detroit, Mich.
70 Bond St., Toronto, Canada

PATENTS
Trademarks and Copyrights

Difficult and rejected cases specially solicited. No misleading inducements made to secure business. Over 30 years' active practice. Experienced, personal, conscientious service. Write for terms. Book free. Address

Specialty:—Typewriting and Adding Machines

Address E. G. SIGGERS
Suite 33 N. U. Bldg., Washington, D. C.

As Nearly Perfect

as an eraser could be. That's what users say of the

CRYSTAL ERASER

You can capitalize its popularity. People appreciate the crystal which instantly obliterates ink marks and typewriting without injuring the surface of the paper in the slightest degree. The brush removes particles so that there is no soiling the paper.

The erasing crystal can be freed of particles by a tap.

When you have read over our dealers' proposition you'll see why Crystal Erasers sell so well.

Drop us a line asking for further information.

The Crystal Mfg. Co.
Larned Bldg., Syracuse, N. Y.

Indispensable Office Necessities

The Porto Clip File

Made in Letter Size, 11½x10½ inches Covered in Cloth.

Simple, Practical, Substantial, Convenient, Inexpensive, Elegant.

RETAIL PRICE 50 CENTS

The Acco Fastener

A perfect filing device, will hold any amount or kind of papers, fits perfectly flat and takes up no room in the files.

MADE BY
AMERICAN CLIP COMPANY
Beebe Ave. and William St.,
LONG ISLAND CITY, N. Y.

The Original Cushion Speed Keys for Typewriters

Prevent sore finger tips and split nails, increase speed and save repairs no machine complete without them.

A keyboard equipped with Cushion Keys gives comfort, speed, delight and ease.

Fit over the regular keys, put on with the fingers, no tools required. Made of black, white or green rubber.

REDUCTION IN PRICE:
Single Keyboard Sets Now $2.50
Double Keyboard Sets Now 4.00
Adding Machines (8 Cols.) 4.00

If not at your dealers send direct for a set on trial.

IMPERIAL MANUFACTURING COMPANY
295 WASHINGTON ST. NEWARK, N. J.

Liberal discount to the trade.

NEW 1916 CATALOG

The Perfect Line

LOOSE LEAF BINDERS AND SUPPLIES

Our new 1916 catalog describes a wide variety of styles of loose leaf. It shows high class loose leaf devices for all purposes. Your copy is ready for mailing. Send for it today.

Chicago Binder & File Company

118-124 S. Clinton St.
CHICAGO, U. S. A.

THE THREE "RIVAL" FOUNTAIN PENS

OPEN

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

RIVAL NON-LEAKABLE—Perfect fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument. Can be carried in any position without leaking.

RIVAL DROPPER FILLER—From No. 1 to No. 8 plain, chased, gold mounted with bands and sterling silver and gold filled filigree mountings. Very appropriate for Holiday trade.

SPECIAL FACILITIES FOR REPAIR WORK.

Catalog illustrating our full line and giving Prices and Discounts will be sent to dealers on request. WE FULLY GUARANTEE EVERY PEN.

Established 1884.

D. W. BEAUMEL & CO., Inc.

Office and Factory 35 Ann Street, New York

FOREIGN TRADE SOLICITED.

HOUSE ORGANS

Office Appliances is in receipt of No. 2 of the little magazine "Proof" the house organ of Dobson, Molle & Co., Ltd., of Edinburgh, Scotland. This is a fine example of house organ production, both as to matter and typography, and is a creditable representative of its house.

* * *

Volume 1, No. 2, of the house publication of the Lee Paper Company of Chicago—the December number—presents an interesting list of high grade papers made by the Valley Paper Company of Holyoke, Mass. These papers are offered at attractive prices. The number also contains a full price list of all regular and some of the special "Valley" lines, and is accompanied by a printed sample insert.

* * *

Globe-Wernicke "Doings" for January opens with a number of pertinent short paragraphs on business topics, such as advertising, open-mindedness to new trade opportunities, etc. Reproductions of a number of advertisements for dealers, street car cards and display cards, are presented in half-tone. A number of slides for use in moving picture houses are also shown in monochrome. Various articles of interest to Globe-Wernicke dealers also are presented in this number of "Doings."

* * *

"Demonstrations," the house organ of the L. C. Smith & Bros. Typewriter Company, in its December issue, gives several timely articles on such subjects as "Sales and Sales Promotion," "Helping the Operator," "The Race Is to the Swift (Operator)," and a most interesting series of talks to business school students prepared by some of the leading men in the company's sales organization. A number of other short articles complete an interesting and timely number.

* * *

The Christmas number of "Standard," the house publication of the Boorum & Pease Company, in an appropriate holly wreath presents its greetings and good wishes to the trade. A beautiful editorial from the New York Sun, "The Truth About Santa Claus," is the appropriate leading article. A continuation of a series, "The Suggested Loose Leaf Department," gives a number of valuable ideas for dealers. Descriptions of some of the Boorum & Pease lines, another article or two on trade topics and a dash of humor are given in this number.

* * *

"The Y. & E. Idea," the house publication of the Yawman & Erbe Manufacturing Company, gives in its December number a timely article by Charles Slemin, sales manager, on the undeveloped possibilities of the "Yawmanot-E" line of supplies. Several of the salesmen wrote experiences in the successful handling of difficult sales. The advertising department is also well represented, and there are several excellent illustrations. The number is one of the best we have seen, and reflects much credit upon its sponsors.

The Reward of Merit

THE U. S. GOVERNMENT

has selected the TRINER "ALLSTEEL" 150-lbs. Beam Platform Parcel Post or Shipping Room Scales for the equipment of the parcel post service.

43,300

TRINER "ALLSTEEL" SCALES

have been installed in the different post offices throughout the country. It means that unprejudiced and competent judges made a selection that should be a guide to anyone who uses parcel post or shipping room scales and who wants the best. The "ALLSTEEL" is constructed with the beam below the platform which permits the accurate weighing of any shape or size of package—whether a letter or an automobile wheel. The rate computing chart is so arranged that it can be changed by any one.

ORDER THROUGH YOUR JOBBER

Price $20.00 Each

Write us for descriptive matter

Triner Scale & Mfg. Co.

2714 W. 21st Street Chicago, Ill.

Acme Gold Pen Co.

Established 1884

Manufacturers of Fine Gold Pens

Gold Pens for Fountain Pens a Specialty.

Repairs on Gold Pens, Fountain Pens, Pencils, etc. promptly attended to.

EXPORT TRADE SOLICITED

35 Ann Street, New York

Typewriter Ribbons

The clean-cut writing of distinctive appearance and the long wear obtained from our Typewriter Ribbons give the user extra ribbon satisfaction.

Write for Agency Proposition

Canode & Hunt Mfg. Co.

Manufacturers of

Typewriter Ribbons

536-538 So. Clark St. CHICAGO

"Just the Place"

The "Satellite" Typewriter Stand

WHY IS THIS "JUST THE PLACE" FOR TYPEWRITERS?

75% of the typewriters in use are not in constant service. Their operators have other duties. The desk top occupied by the typewriter is then cumbered. The typewriter has no place. For all office duties desk space is required. The most efficient men work with flat top desks practically clear of papers and supplies.

The "SATELLITE" Typewriter Stand Provides "Just the Place"

Dealers Think of any place where a typewriter is used—and you are also thinking of an office where this stand is needed and where it will save typewriting time.

Write us for proposition.

Adjustable Table Co.

55 Mt Vernon Avenue

Grand Rapids, - Michigan

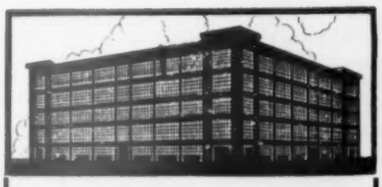
Multigraphs, Adding Machines, Office Devices at half price and less

Rebuilders of typewriters, adding machines, time clocks, dictaphones, duplicating machines, new and second hand office furniture and safes. We enjoy facilities which enable us to make low prices. The goods are cheap in price only.

Write for price list today. It will save you money.

Chicago Safe & Merchandise Co.

30 and 32 W. Lake St., Chicago



WIGGINS CARDS MIRROR YOUR BUSINESS

An indifferent card may serve the purpose of carrying your name, but a

Wiggins Peerless Patent Book Form Card

faithfully mirrors the character of your business. It needs no apologies—it may mark the difference between success and failure in getting the interview. Many of America's largest card users employ Wiggins cards exclusively, thus they are sure of proper card representation.

Ask for tab of cards. Detach them one by one; observe their clean cut edges, deep engraving and general excellence.

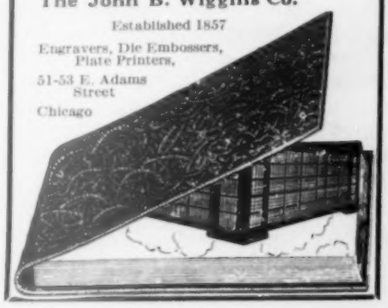
The John B. Wiggins Co.

Established 1857

Engravers, Die Embossers, Plate Printers,

51-53 E. Adams Street

Chicago



Pat. Apl'd For

CLIMAX PAPER CLIPS

SAFE and SAVING

Clip your Clip Bill in Half by ordering in quantities direct from the Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of one dollar.

Packed 10,000 to the Box, f. o. b. Buffalo:

10,000	11c per 1,000
50,000	8c per 1,000
100,000	6½c per 1,000
500,000	6c per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company

457 Washington Street, Buffalo, N. Y.

FEATHERWEIGHT EYESHADE

The shade that takes your eye and keeps it in good health.

Light Weight, Adjustable, Durable, Hygienic, Healthful. No metal or elastic band to press or bind the head. Opaque for artificial light. Transparent for natural light. Lies flat when not in use, thus preventing being crushed out of shape by accident; can be carried in hat or rolled up in a small package to carry in the pocket. Visor wider than other shades. We recommend the opaque for those wearing glasses.

The Featherweight Eyeshade Co.

Merchantville, N. J.

PATENTS

Paragraphic Record of Recent Inventions in the Office Appliance Field.

Copies of any one of these patents can be obtained by sending 15 cents in stamps to E. G. Siggers, patent lawyer, Suite 33, N. U. Building, Washington, D. C., and mentioning Office Appliances

1,150,521. Envelop-Fastener. Julius H. Husted, Chicago, Ill.

1,150,524. Envelop. William F. Krone, St. Louis, Mo.

1,150,550. Educational Appliance. Ward H. Snyder, Congress Park, Ill., assignor to Lottie B. Snyder, Congress Park, Ill.

1,150,678. Book Marker. George Heazlewood, Launceston, Tasmania, Australia.

1,150,705. Calculating Machine. Carl Rasmussen, Brunswick, Germany.

1,150,716. Memorandum Book. Bernard Stember, New York, N. Y.

1,150,719. Loose-Leaf Binder. Emory A. Trussell, New York, N. Y., assignor to Boorum & Pease Loose Leaf Book Company, New York, N. Y., a corporation of Missouri.

1,150,750. Loose-Leaf Binder. Frederick W. Eckelmeyer, Philadelphia, Pa., assignor to William Mann Company, Philadelphia, Pa., a corporation of Pennsylvania.

1,150,771. Slide Rule Runner. Willie L. E. Keuffel, Hoboken, N. J., assignor to Keuffel & Esser Company, Hoboken, N. J., a corporation of New Jersey.

1,150,784. Addressing Machine. Levi McMillan, Wilmington, N. C.

1,150,793. Indexing and Assorting Means. Charles H. Tallmadge, Chicago, Ill., assignor by mesne assignments to William R. Heath, Buffalo, N. Y.

1,150,797. Guard Plate for Sharpening Pencils. Paris H. Wheeler, Sugar Loaf, N. Y.

1,150,801. Type-Bar-Operating Mechanism. Jesse Alexander, Brooklyn, N. Y., assignor of one-half to George W. Potter, Brooklyn, N. Y.

1,150,827. Type-Writing Machine. Jesse A. B. Smith, New York, N. Y., assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware.

1,150,834. Type-Writing Machine. Charles A. Hendrickson, Youngstown, Ohio, assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware.

1,151,190. Multiple Cash Register and Recorder. Charles F. Kettering and William A. Chryst, Dayton, Ohio, assignors to the National Cash Register Company, Dayton, Ohio (incorporated in 1906).

1,151,305. Envelop. George W. Swift Jr., Bordentown, N. J.

1,151,337. Type-Writing Machine. George B. Brand, Syracuse, N. Y., assignor by mesne assignments to Remington Typewriter Company, Ilion, N. Y., a corporation of New York.

1,151,442. Mailing Device. Jacob Meredith Crull, Harrisburg, Pa.

1,151,451. Retouching Pencil. William F. Engelmann, Chicago, Ill.

1,151,475. Index Tab. James Ray Kingsley and Harvey W. Miller, Rochester, N. Y.

1,151,488. Type-Writer Ribbon-Shift. Ferdinand W. Lulloff, Colby, Wis.

1,151,492. Type-Writer and Computing Machine. Fred F. Main, Chicago, Ill., assignor of one-tenth to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware.

1,151,493. Type-Writing Machine. Sylvanus M. Mann, Greenville, W. Va.

1,157,683. Type-Writing Machine. John C. Doane, East Long Meadow, Mass., assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware.

1,157,698. Numbering Machine. Maximilian H. Kern, Brooklyn, N. Y., assignor to Roberts Numbering Machine Company, Brooklyn, N. Y., a corporation of New York.

1,157,699. Numbering Machine. Maximilian H. Kern, Ridgewood, N. Y., assignor to Roberts Numbering Machine Company, Brooklyn, N. Y., a corporation of New York.

1,157,825. Draftsman's Protractor. Robert N. Van Buskirk, Detroit, Mich.

1,157,884. Combined Type-Writing and Computing Machine. Fred F. Main, Chicago, Ill., assignor to John T. Underwood, Brooklyn, N. Y.

1,157,983. Safety Envelop. Ernest Heitmann, New York, N. Y.

1,157,994. Penholder. John T. McKittrick, Fort Madison, Iowa.

1,158,074. Filing Device. James H. Rand and James H. Rand Jr., North Tonawanda, N. Y.

1,158,129. Filing Device. Robert S. Graham, New York, N. Y.

1,158,212. Educational Chart Drawing Board and Writing Desk. George A. Henderson, Fort Worth, Texas.

1,158,229. Envelop. Oscar Katzenberger, Chicago, Ill.

1,158,230. Lettering Pen. Edward S. Keene, Agricultural College, N. D.

1,158,251. Pencil Holder. Walter McDougall, New York, N. Y.

1,158,262. Loose Leaf Book. John William Myatt, Tipton, England, assignor to Ledgers Limited, Tipton, England.

1,158,317. Calendar. Hugh E. Shedd, Minneapolis, Minn.

1,158,374. Calculating Machine. Hugo Cordt, Nordenham, Germany.

1,158,408. Type-Writing Machine. Burnham C. Stickney, Elizabeth, N. J., assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware.

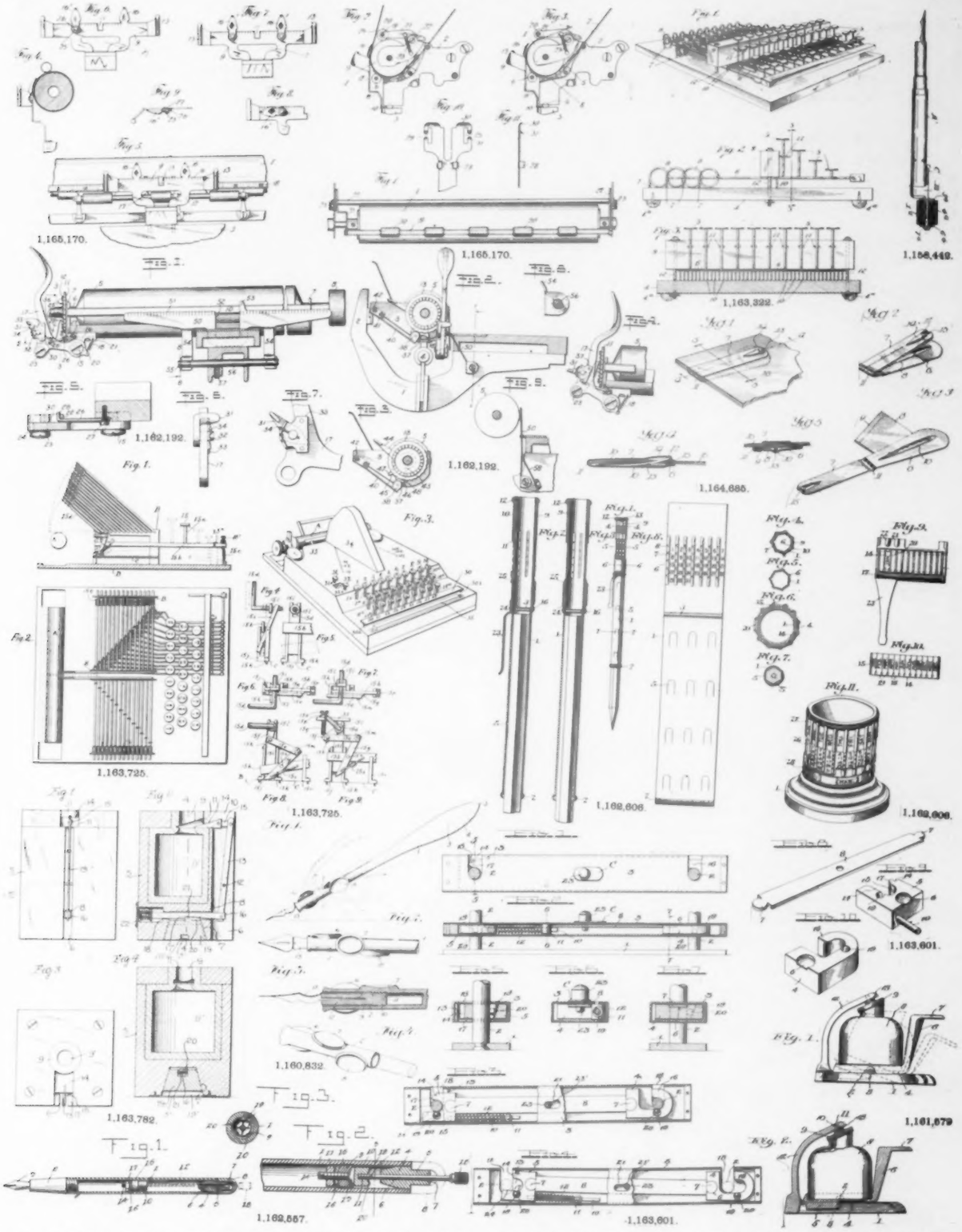
1,153,901. Indicating Device for Numbering Machines. William A. Force, New York, N. Y.

1,153,925. Food Compound. Robert G. Jackson, Tacoma, Wash.

1,153,940. Safety Envelop. Christ Miller, Westbrook, Minn.

1,153,959. Type-Writing Machine. Marshall B. Sargent and Arvid E. Karlberg, Indianapolis, Ind., assignors to The Stenotype Company, Indianapolis, Ind.

1,154,032. Autographic Register. Albert Krauth, Hamilton, Ohio, assignor to Krauth & Benninghofen, Hamilton, Ohio.



No. 1,165,170—Improvement in card controlling devices for typewriting machines; patented Dec. 21, 1915, by Edward B. Hess, New York, N. Y., assignor by mesne assignments to Royal Typewriter Company, Inc., New York.

No. 1,163,322—Practice typewriter; patented Dec. 7, 1915, by William P. Cosper, Chicago, Ill.

No. 1,158,442—Combined penholder and blotter; patented Nov. 2, 1915, by Thomas J. Cauthorn, Nowata, Okla.

No. 1,162,192—Line-spacing mechanism for typewriting machine; patented Nov. 30, 1915, by Joseph Albert Ronchetti, Woonsocket, R. I.; assignor by mesne assignments to the Noiseless Typewriter Company, Middletown, Conn.

No. 1,164,685—Paper fastener; patented Dec. 21, 1915, by Louis N. Udell, St. Louis, Mo.

No. 1,163,725—Improvement in typewriters; intended more especially as an improvement in the key lever operating mechanism and the type bar; patented Dec. 14, 1915, by Augustus Albert West, Brooklyn, N. Y.

No. 1,162,606—Calendar; patented Nov. 30, 1915, by Edwin V. Heaford, Denver, Colo.

No. 1,163,782—Non-spillable inkwell; patented Dec. 14, 1915, by Walter C. Seckman, Piney, W. Va., assignor of one-half to Fred L. Luton, Piney, W. Va.

No. 1,162,557—Fountain pen; patented Nov. 30, 1915, by Chas. Frederick Billau, Cedar Rapids, Iowa.

No. 1,160,832—Penholder; patented Nov. 16, 1915, by Anthony Borsella, New York, N. Y.

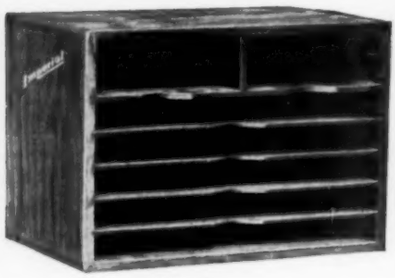
No. 1,163,601—Loose leaf binder; patented Dec. 7, 1915, by Edward H. Elder, Chicopee Falls, Mass.; assignor to National Blank Book Company, Holyoke, Mass., a copartnership.

No. 1,161,579—Inkstand; patented Nov. 23, 1915, by Frank H. Allen, Donaldsonville, La.

Imperial STENOGRAPHERS' STATIONERY RACKS

With and Without Cover
Four Finishes

No. 31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No. 25

SEND FOR CATALOG
and TRADE DISCOUNT

Imperial Methods Co.
206 W. MONROE STREET - - - - CHICAGO

WANTS

NOTE—"Want" Advertisements are received for this department at 4 cents a word. Minimum charge one dollar, payable in advance. Only legitimate advertisements received, and those relating to trade necessities.

HELP WANTED.

REPAIRMAN Wanted—Good salary will be paid to man who can rebuild all makes of machines and do the work well. Must be a sober man and prefer one that is married. Address reply, including information, to A-6, care Office Appliances, Chicago.

WANTED.—Young man familiar with commercial stationery, including loose leaf. Inside work. An excellent opportunity for an energetic person who has had stationery experience. Address O-11, care Office Appliances, Chicago.

SALESMEN WANTED.

OFFICE specialty salesman wanted for Chicago; to sell addressing machines on liberal commission basis. Address Q-32, care OFFICE APPLIANCES, Chicago.

I WANT to hear from some man who knows he is a "live wire" and can get out and sell carbon paper. I am going to establish a ribbon and carbon business on the Pacific Coast, and want a man to work either on commission or as a partner. No "booze-fighters" or weaklings need apply. If you are ambitious, here's your chance. Address O-12, care OFFICE APPLIANCES, Chicago.

TYPEWRITER Salesmen and repair men increase your income by taking orders for our cushion speed keys at $2.50 per set, no capital required. Easy money. For particulars address Imperial Mfg. Company, 291 Washington Street, Newark, N. J.

WANTED—First-class salesman for manufacturer located in Middle West. Good proposition for experienced man. Will pay either salary or commission. Address L-6, care Office Appliances, Chicago.

SITUATIONS WANTED.

EXECUTIVE accountant and systematizer wishes to enter office supply field either wholesale or retail. Manufacturing and selling experience. Can invest small amount. Address F-13, care Office Appliances, Chicago.

A CAPABLE stationery salesman is open for connection with a responsible manufacturing company. Personally acquainted with a large proportion of the trade. Has been successful in this field, displays pleasing personality and has good habits. Excellent references can be supplied. Address S-13, care Office Appliances, Chicago.

SOUTHERN typewriter man for past four years traveling salesman, two previous years bookkeeper and stenographer, desires change. Can sell anything with merit for an office. Speak Spanish fluently and would go anywhere. Only high grade line considered. Good references and record. Address V-14, care Office Appliances, Chicago.

AGENTS WANTED.

H. OHASHI & COMPANY, 54 Leonard Street, New York, leading manufacturers, wish to secure good representation everywhere throughout the world for their typewriter ribbons, carbon paper and Japanese copying books, etc. Best and standard in these lines.

AGENCIES WANTED.

WANTED—For Chicago on commission, line for stationery and drug trades, also small office device. Experienced man now covering city. References. E. S. M., 3723 N. Keeler Ave., Chicago.

FOR SALE.

VERY desirable office necessity is for sale or can be manufactured on a royalty basis. The best of its grade on the market machinery and tools can be turned over to the buyer, as well as stock and established business. Present operators are interested in other matters and are not familiar with this line of business. A good opportunity for manufacturers who have an established office appliance trade. Address P-8, care Office Appliances, Chicago.

MULTIGRAPHS (all models), Printographs, Writerpresses, Mimeographs, all at one-fourth to one-third original cost. Slightly used but perfect. Guaranteed. Hundreds of largest commercial concerns, colleges, even the Government, have bought from me. Rare bargains now. Russell A. Baum, Philadelphia Bourse, Philadelphia, Pa.

FOR SALE—Well established commercial stationery business in a leading southwestern city. Only reason for selling is lack of sufficient capital to develop. Will require about $10,000 cash to handle. Address Y-4, care Office Appliances, Chicago.

FOR Sale—Check protectors, G. W. Todd & Company $30.00 "PROTECTOGRAPHS." Late model machines in fine condition. Price $8.00 each on approval. R. N. Payne, Marietta, Ohio.

HUG Cushion Typewriter Rollers—I have about three hundred assorted. Make me an offer. W. W. Sale, 812 Pike Street, Seattle, Washington.

FOR Sale—$35.00, used Elliott-Fisher Billing Machine. For sample of work, write W. D. Hardy & Company, Muskegon, Michigan.

BUSINESS OPPORTUNITIES.

EXPERIENCED business man desires to find purchaser for deceased partner's interest in profitable printing and stationery business of twenty years' standing, located in important Southern city. About $15,000.00 required. Investment will pay handsome returns and business can pay good salary besides to right man. Address H-14, care Office Appliances, Chicago.

"What I want to know is this," said the buyer of a shop tool to the salesman. "How much service can I get out of it for a dollar?"

That test applies with equal force to an adding machine.

It is a test the Comptometer invites—the test upon which it first won and still holds foremost place in thousands of offices in all lines of business—the test of greatest service at least cost upon ALL the figure work of accounting

Comptometer

Adding and Calculating Machine

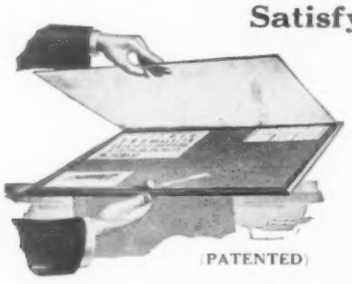
You need take nothing for granted. Write us for details of our offer to try it out on any kind of figure work in your office without obligation or expense to you.

FELT & TARRANT MFG. CO.

1719 N. Paulina Street **Chicago, Illinois**

"Rosco" Desk Efficiency Devices

Satisfy Users—Profitable for Dealers



(PATENTED)

The "Rosco" Glass Desk Pad

Consists of a glass plate fitted into a flanged frame. A hole in the bottom of the pad permits the insertion of finger to lift glass, and there is NO SUCTION or DISTURBANCE of papers when glass is lifted or lowered. The flanges protect edges of glass from contact and are bound in the heaviest and finest quality of leatherette, in finishes that beautifully match light oak, golden oak, weathered oak, and mahogany desks. Sanitary and economical.

The "Inadrawr" Steel Stationery File

All receptacles adjustable for any length of stationery from legal size to telegraph blanks or smaller. Three Standard Models in oak, mahogany or plain enamel finish. Indispensable to the business man, cashier, bookkeeper, stenographer and all who have use for a number of forms that should be kept in a quickly accessible place. Can be used on the desk or in drawer as preferred. Full assortment of stationery in one drawer, in sanitary condition, always ready for use. Needed in every office where efficiency is valued.

There is a demand in your territory, Mr. Dealer, for these two fast selling specialties. The discounts are attractive. Let us send you more information and descriptive matter.

Ravenswood Office Specialties Co., West Ravenswood and Newport Aves., CHICAGO, U. S. A.

A New Model Typewriter!

Yes, the crowning typewriter triumph *is here!*

It is just out — and it comes years before experts expected it. For makers have striven a life-time to attain this ideal machine. And Oliver has won again, as we scored when we gave the world its first visible writing

The OLIVER No 9

The Standard Visible Writer

BUY IT NOW!

CAUTION

The new-day advances that come alone on this machine are all controlled by Oliver. Even our own previous models—famous in their day—never had the Optional Duplex Shift.

It puts the whole control of 84 letters and characters in the little fingers of the right and left hands. And it lets you write them all with only 28 keys, the least to operate of any standard typewriter made.

Thus writers of all other machines can immediately run the Oliver Number 9 with more speed and greater ease.

50,000 Local Agents Wanted

Write at once for "*Opportunity Book*" FREE that shows how you can win both profit and prestige — full time or spare hours — as the agent for this new Oliver No. 9. How you can secure exclusive control and sale in your home community. Learn how we give you a sample Oliver "9" on the same attractive basis as 15,000 who are now earning incomes as Oliver agents.

No experience is necessary. So do not delay and let someone else get your territory.

Write for "Opportunity Book" *at once.*

WARNING

This brilliant new Oliver comes *at the old-time price.* It costs no more than lesser makes—now out-of-date when compared with this discovery.

For while the Oliver's splendid new features are costly—we have equalized the added expense to us by simplifying construction.

Resolve right now to see this great achievement before you spend a dollar for any typewriter.

If you are now using some other make you will want to see how much more this one does. If you are using an Oliver, it naturally follows that you want the finest model.

17 CENTS A DAY!

Remember, this brand new Oliver "9" is the greatest value ever given in a typewriter.

Yet we have decided to sell it to everyone everywhere on our famous payment plan—17 cents a day! Now every user can easily afford to have the world's crack visible writer with Selective Color Attachment, and with the famous PRINTYPE that writes like print, *included FREE if desired*

TODAY—Write for Full Details and be among the first to know about this marvel of writing machines. See why typists, employers and individuals everywhere are flocking to the Oliver. Just mail a postal *at once.* No obligation whatever.

The Oliver Typewriter Company

93 Oliver Typewriter Building, Chicago